OVEMBER 19, 1945

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BROADCASTING

The Weekly News dio

Broadcast Advertising

5-3240

Mr. Paul M. Segal
1026 Woodward Bldg.
Washington, D.C. 5

"Small Service is True Service..."

---*William Wordsworth*

THE STORY of WLS reflects the truth of these words. The 21-year history of WLS is crowded with records of services rendered. Many are dramatic, affecting large communities, such as the annual Christmas Neighbors Club . . . tornado and flood relief. Others, more numerous, are little things done for individuals in a vast family of listeners. No problem is too small for these friendly listeners to bring to WLS—and they get prompt attention.

Take the case of a Wisconsin farm family:

They wrote that neither their local stores nor the mail order houses were able to furnish overalls—nor had been for more than a year. What they had were worn thin—patched, mended and repatched beyond further use.

The farm wife had noted that pictures of the WLS National Barn Dance showed some of the entertainers wearing overalls. "Would any of these folks be willing to sell a pair? Please add to the price for your trouble. If you can help me, thanks a million . . . Your WLS Listener and Prairie Farmer Reader."

We went shopping for her—and found what she needed. They were promptly mailed . . . a present from the "WLS Folks" to their farm friends.

Providing farm folks with a pair of overalls, however urgently needed, may seem to be a small service. But the WLS family, who have been constantly giving such service—small and large—over the years, know that it is TRUE SERVICE. The people of the rural Midwest come to WLS when in need of any assistance . . . and always receive it. This sincere concern for the welfare of our farm people plus quick response to all their problems have made WLS a true "Friend of Agriculture in Midwest America."

A Clear Channel Station

WLS

The
PRAIRIE
FARMER
STATION

CHICAGO 7

BURRIDGE D. BUTLER, *President;* **GLENN SNYDER**, *Manager.* 50,000 watts, 890 KC, American Affiliate. *Represented by* **JOHN BLAIR & COMPANY**
Affiliated in Management with **KOY**, *Phoenix, and the* **ARIZONA NETWORK — KOY**, *Phoenix,* ★ **KTUC**, *Tucson* ★ **KSUN**, *Bisbee-Lowell-Douglas*

Wilmington, Delaware

Sells

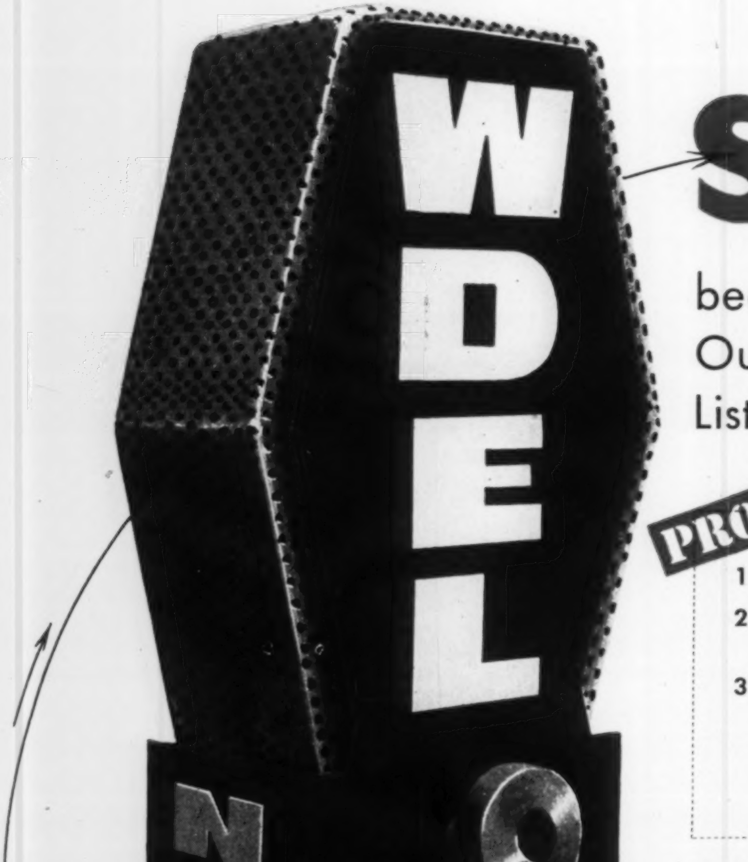
because of its
Outstanding
Listener Loyalty

PROOF

1. **NBC** Basic Network
2. Programmed for News Leadership in its prosperous trading area.
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—a section rich in industry and agriculture.

5000 WATTS
DAY AND NIGHT

Represented by
RAYMER


WDEL
NBC
PENNSYLVANIA
NEW JERSEY
WILMINGTON
MARYLAND
DELAWARE
VIRGINIA

21

blished

Friendly Acceptance is NO Dream in New England

DREAM
LYRIC AND MUSIC BY JOHNNY MERC
CAPITOL SONGS, INC.

"Dream" is reproduced by courtesy of Capitol Songs, Inc.

WHEN the postman, making his daily rounds, greets you with a "Hi, Joe" . . . and store clerks inquire for your family — that's New England "home-town" friendliness.

It's this same friendliness that's characteristic of The Yankee Network's local outlets . . . each an integral part of this prosperous New England market.

Only through Yankee can your products and services enjoy the sales-response of 23 effective, locally-accepted stations. It's direct sales impact in each market. It's all-over coverage, PLUS the intimacy and acceptance of this tremendous, responsive six-state audience.

The exceptionally high ratio of year-in, year-out contract renewals proves — in New England, Yankee Network's claim of friendly acceptance is NO dream.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING... at deadline

Closed Circuit

FORGET REPORTS FCC Chairman Paul A. Porter leaving anytime soon to enter Kentucky politics. Incidentally, he has turned down at least four offers to enter private industry in last several months.

LOOK FOR return to FCC of Lt. Col. George O. Gillingham as director of information about first of year. He has been public relations officer of Chemical Warfare Service for nearly four years and is a veteran of both World Wars. Earl Minderman, present interim director, expected to undertake heavy assignment of writing FCC's war history, including Board of War Communications, which likely will entail year's work.

NEW AND radical departure in "freedom of expression" sphere will erupt at American Civil Liberties Union session in New York Nov. 24. Morris Ernst, left-winger attorney and general counsel of ACLU, expected to pop his plan against "duopoly" in newspaper, radio or motion picture operations, wherever properties may be located, on ground that they should be competitive because they control marketplace of thought.

SLATED for new job at FCC (with $9,000 salary) is Charles S. Hyneman, former director of Foreign Broadcast Intelligence Service, now a controversial subject in Congress. Civil Service Commission approved new setup last week.

IF EX-SENATOR D. Worth Clark, of Idaho, is appointed Secretary of the Interior early next year (and prospects are better than even), radio for first time will have an ownership voice on Cabinet. Sen. Clark, close friend of President Truman, owns 10% of KJBS San Francisco.

MOST chaotic outfit in Washington, Surplus Property Administration, is about to become important marketing agency. Naming of board for new War Assets Corp., surplus war property sales agency, means improvement of consumer, capital and producers goods will get under way. RFC, present disposal unit, planned extensive advertising campaign and had money to spend when desirable goods became available. WAC is expected to dispel confusion and tackle job of moving billions of property, trying not to upset present production and distribution.

THERE'S talk again about change in the White House secretariat. Charles G. Ross, news secretary, who hasn't been too well, may return to his chief correspondent's post with the *St. Louis Post-Dispatch* which owns KSD. He was loaned to the White House for two years when President Truman took office.

THERE IS new "Junior Commission" setup at FCC. Every Monday morning sharply at 9 a.m., heads of all departments and their chief assistants meet with Chairman Paul A. Porter to discuss week's work. Regular attendees: General Counsel Rosel Hyde and

(*Continued on page 106*)

Upcoming

Nov. 19-20: Assn. of National Advertisers, Hotel Pennsylvania, N. Y.

Nov. 19: Consolidated hearing on CP applications 1240 kc 250 w for Rochester and Geneva, N. Y. Rm. 2232 New P. O. Bldg., Washington, D. C., 10 a.m.

Nov. 21: British-U. S. Telecommunications Conference, Bermuda.

Nov. 24: American Civil Liberties Union forum on future of American liberties, Hotel Biltmore, N. Y., 10 a.m.

Nov. 26-30: NAB Sales Managers Exec. Com., Roosevelt Hotel, N. Y.

Bulletins

NEW YEAR's Day bowl games will be broadcast by major networks. Rose Bowl game, sustaining, will be broadcast from Pasadena, by NBC, and will go out to Armed Forces Radio Service. Bill Stern will announce. CBS will broadcast Orange Bowl game, sponsored by Gillette Safety Razor Co., Boston, through Maxon Inc., New York. Ted Husing and Jim Dolan will announce. American will broadcast Sugar Bowl game, sponsor not yet announced. Two games will be broadcast on Mutual, Cotton Bowl, New Orleans, and Shriner's East-West game, San Francisco. Both will probably be sponsored.

WORKING DRAFT of regulations governing use of BMB reports by subscribing stations and networks was completed Friday by Bylaws & Procedure Committee and Technical Research Subcommittee on reports, forms, copy and restrictions. Copies go now to BMB board members for adoption at the next board meeting early next year. Joseph Allen, advertising manager, Bristol-Myers Co., Bylaws Committee chairman, announced retention of John Bastin Griffith, New York attorney, as BMB counsel.

BOB HOPE, Eddie Cantor, Frank Sinatra, Danny Kaye and other top artists will take part in *Thank Your Stars*, War Bond show on CBS, Thanksgiving night, CBS Victory Loan Day. Network also will broadcast *Americans at Thanksgiving*, with pickups from Plymouth, Mass., Chicago, West Coast, Tokyo and Berlin.

LOW-COST TV TUBE

ALLEN B. DuMONT Labs., Passaic, N. J., has developed a cathode-ray tube as basis for low-priced television receivers now appearing on market. Called Type 7EP4, tube is 7-inch, provides normal screen image of 5¾ x 4¼. Screen may, if desired, be increased to 6⅛ inches wide.

Business Briefly

MORE ATLANTIC SPORTS ● Atlantic Refining Co. will sponsor Detroit-Cleveland pr football game in Detroit Thanksgiving Day on WWSW Pittsburgh and WIBG Philadelphia. Broadcast will be handled by Byrum Saam and Joe Tucker. Agency, N. W. Ayer & Son, N. Y.

POULTRY JOURNAL SPONSORS ● *Smilin Ed McConnell* beginning today (Nov. 19) i sponsored by *American Poultry Journal*, Chicago, five weekly. Stations are WEAF KMMJ (four weeks), WMAQ WTAD WOWO WIBC WEEI WCCO KFEQ KXOK WOW WHAM WGY WSYR KFYR WADC WKRC KDKA WRVA (17 weeks), KFDM WFAA WBAP KPRC KTSA (12 weeks). Beginning Dec. show will run four weeks on: WHBF WROK WGBF KROS KDTH KFJB KGLO KSCJ WEAF KMMJ WEAU WTAQ WKBH WIBA WRJN WHBL.

FCC ADOPTS FM SET NUMBERING SYSTEM

CONFIRMING predictions of previous week [Closed Circuit, Nov. 12], FCC late Friday adopted numbering system beginning with 201 to designate frequencies of stations on FM receivers. Action was taken following conference with NAB which urged decision to provide uniformity in sets now coming into production.

Under new system, first commercial frequency (88.1 mc) will be designated 201, second (88.3 mc) 202, and so on to No. 300. All FM stations in 88-108 mc band "and in probable extensions thereof" will thus be given channel numbers with three digits, said FCC, which will not be disturbed by future expansion of the band.

NAB, through new FM Dept., had proposed that designations start with No. 1 for highest frequency in FM band, No. 2 for next highest, and so on downward. Commission, however, thought system should provide for extension of band either upstairs or downstairs without changing number of digits in station designations.

Commission action was welcomed by Robert P. Bartley, director of FM Dept., who expressed satisfaction with "the cooperative and efficient manner in which the Commission has moved with us to bring FM quickly to the homes of the people. Manufacturers can now proceed in equipping sets with the simplified dial which listeners may easily tune and there need be no fear of later changes that would cause confusion.

AFRA CODE EXTENSION URGED

RESOLUTIONS advocating extension of AFRA code of fair practice to cover work on commercial phonograph records as well as transcriptions and live broadcasts; creation of committee to study tax legislation and recommend appropriate union action; addition of representatives of a non-network station and sound effects men to board of New York local of AFRA, and creation of a committee to investigate group insurance for AFRA members, were adopted at annual New York AFRA membership meeting.

Duck Hunting-

Early dawn . . . reedy marsh . . . fine gun . . . expert marksmanship . . . and the ducks coming in. Yes, it takes perfect synchronization of many factors to bring those ducks home to the table.

And in Radio . . . . .

Adequate facilities . . . prime market . . . local listener loyalty . . . expert management . . . and established programs on the air. Yes, in radio too, it takes real know-how by station operators to produce sales successes for the advertiser.

●

REPRESENTED NATIONALLY BY

★ ★ **EDWARD PETRY & CO., INC.** ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	**ABC**
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford	**ABC**
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	**ABC**
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	**ABC**
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	**ABC**
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	**ABC**
WMAS	Springfield	CBS
WAGE	Syracuse	**ABC**
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE TEXAS QUALITY AND YANKEE NETWORKS

THE PACIFIC NORTHWEST MEANS . . .

KIRO

SEATTLE • TACOMA

Electrified Homes

Seattle Holds World Record!

More Seattle homes have electric ranges than any other city in the world! Over 80% of them have electric refrigerators! Well over 99% of them are wired for electricity! Because of high average incomes . . . high standard of living . . . and exceptionally low rates for electricity . . . the average domestic consumption of electricity is almost three times the national average! Here is a major city where the average family is able and accustomed to live well . . . to buy and enjoy conveniences to a degree undreamed of in most parts of the United States.

KIRO is the only 50,000-watt station in this rich market . . . it brings Columbia Programs to Seattle and the Pacific Northwest.

SEATTLE
TACOMA

KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

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At Washington Headquarters

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Editor and Publisher

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Dorothy Young, Herbert Hadley, Leslie Helm

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St. *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER CO

AN A-1 *SPOT for POSTWAR BUSINESS

★ *Radio Daily Survey*

There is only one city in Tennessee with an A-1 postwar rating and that is NASHVILLE . . . Here is a city that is teeming with opportunities for more business. Its location is ideal from the standpoint of service to more than a million prospective new customers for your product . . . As proof, we point to Radio Daily's good word about its solid gains in population, per capita income and RETAIL SALES!

Yes, indeed. It will well pay you to include Nashville . . . with its rich Middle-Tennessee market, and Radio Station WSIX in your sales and advertising plans!

WSIX Offers:

1. Top shows of two popular networks—AMERICAN and MUTUAL.
2. An excellent share of the radio audience in Tennessee's only A-1 postwar market where there are more than a million potential buyers for your product.
3. An unusually low cost for each radio listener.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE
TENNESSEE

5,000 WATTS
980 K.C.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WE THE PEOPLE SPEAK ON WDRC

Governor Raymond E. Baldwin, center, with Prosper Lavieri of Sterling Engineering of Barkhamsted, and Mrs. Helen Schneller of Verplex Corp. of Essex, outline Connecticut's "Jobmakers" program on a CBS-WDRC broadcast of "We The People".

"Main Street Hartford", sidewalk interview show, is another voice of the people program every weekday on WDRC.

The People Of Connecticut Have Their Say, And Say It, On WDRC

Connecticut's delegation in Congress is heard every Sunday on REPORT TO CONNECTICUT, a WDRC "first" originated in Washington. On the HEADLINERS CLUB Thursdays, local and state political leaders and celebrities speak up. The man-in-the-street has his say on MAIN STREET HARTFORD, daily sidewalk interview show. WDRC's RADIO VOICE OF RELIGION brings the local clergy of all faiths to the microphone on Sunday. Throughout its schedule, on these and other programs, WDRC is the voice of the people of Connecticut. Such public service has made Connecticut's Pioneer Broadcaster a vital and respected part of this state.

1 COVERAGE 2 PROGRAMS 3 RATE
GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

Represented by Paul H. Raymer Co.

5 OUT OF 10

Since the first of this year, five of the nation's top ten radio advertisers (those who, according to P.I.B. records, made the largest investments in network broadcasting time during 1944) have become clients of the Mutual Network.

4 OUT OF 5

Greater programming, facilities, and economy seem to have interested the majority of these leaders: Four of the five are sponsoring programs developed by Mutual...and four of the five advertisers use the full Mutual Network.

MUTUAL BROADCASTING SYSTEM

WHERE
SHOWMANSHIP
MEANS
BUSINESS!

In Front
★
KFOR

ROBERTS DAIRY
Five 15-minute Joe Palooka Programs Weekly . . . .

Bozell & Jacobs
Omaha-Nebraska

BEN SIMON and SONS
Five 15-minute Periods of John B. Kennedy Weekly . . . .

Two 15-minute Periods of Tobe's Topics Weekly . . . .

Represented by Edward Petry Co., Inc.

KFOR
"Nebraska's Capital City Station"
LINCOLN Nebraska
GORDON GRAY, General Mgr.
MELVIN DRAKE, Station Mgr.
BASIC AMERICAN; MUTUAL NETWORKS

My Impression of Europe

By ROBERT D. SWEZEY

Vice-President and General Manager, Mutual Broadcasting System

(Tenth of a series by members of the U. S. Mission to ETO)

MR. SWEZEY

IT WAS a great trip, but—

We were dined all over Europe. We had interesting meetings with Eisenhower, Patton, Clay and our other able generals. We saw the BBC in operation and Radio Diffusion. We had a most cordial audience with the Pope. We did and saw countless other things. Sure, it was a great trip! But Sol Taishoff has asked me to write about that which interested me most on the trip. It wasn't a person; it wasn't a place; nor anything that happened. It was a state of mind—my own state of mind.

It all began in Greenland. Greenland—isolated, cold, gaunt and gray with heavy fog settling down over the ice-pack. I thought to myself "Good God! what a place to be stationed." Yet our boys were there—every last one of them hating it and wanting to go home. The war—the bloody war! There my depression began and with practically everything we saw it deepened.

The bomb-devastated slum district of London with its crude, cold temporary housing added a layer. V. J. night with everybody's celebrating. No room for depression there. But the little English kid across the table had tears in her eyes. Her brother couldn't make the party—he'd had a previous engagement a couple of years ago a

(Continued on page 90)

Sellers of Sales

WHEN you're a sales manager of a California radio station you don't just sell time, you sell California, its weather, its geography and its people. So when Frank Coumond, sales manager of KCRA Sacramento, dropped in on NBC central division officials in Chicago he brought with him the latest statistical information about "the most wonderful town in the most wonderful state in the union" as well as aerial photographs of California's Capitol and data on KCRA's role in serving the community.

FRANK

Frank says before KCRA went on the air as an NBC affiliate last April, Sacramento was the only city of over 100,000 population to have only two radio stations. Since then Sacramento stations have increased to four, with all networks represented, and the city has really become radio conscious.

Today KCRA, owned and operated by Central Valley Broadcasting Co., with 250 w on 1340 kc., boasts of 65% of its commercial business sponsored locally, with many advertisers on the air that had never used radio before. Some, Frank says, had never even been approached. One sponsor told him he was the first radio salesman to call on him in 16 years.

As for national business, Frank throws a heavy barrage of facts and figures such as: Sacramento leads the nation in per capita spending with $746 as compared to the U. S. average of $319. This is due largely, Frank points out, to the great fruit and vegetable markets within KCRA's 60-mile primary area. In case you don't know it, and this is Frank still speaking, 52% of all processed fruits and vegetables in California are canned within 100 miles of Sacramento. The largest canneries in the U. S. are in or near Sacramento. And 82% of Sacrament's people own their own homes. There are no war plants in Sacramento but several army installations have swelled both popular and local cash registers.

Frank believes KCRA's popularity depends on its public service as much as any one feature. He cites frequent remotes from near-

(Continued on page 90)

Sell WITH
WDEL
WILMINGTON DELAWARE
NBC Basic Station
5000 WATTS day and night
Represented by
RAYMER

KRESGE-NEWARK

KDS
KRESGE
KRESGE DEPARTMENT STORE

PROVES IT!

Kresge-Newark, one of America's finest department stores, must have *complete* coverage in America's fourth largest market. So, in September 1944, Kresge-Newark bought six 30-minute periods, weekly, over WAAT. The "Kresge-Newark Magazine of the Air", originating from the store, immediately won customer acceptance. So only six months later, time was *increased* by 3 *additional* 30-minute evening periods! Now starting their *second* year over WAAT, Kresge-Newark sponsors "Your American Music" on Monday and Friday nights, and "Junior Town Meeting of the Air", Wednesday evenings. Of course the daytime broadcasts have also been renewed, *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station—including all 50,000 watters!

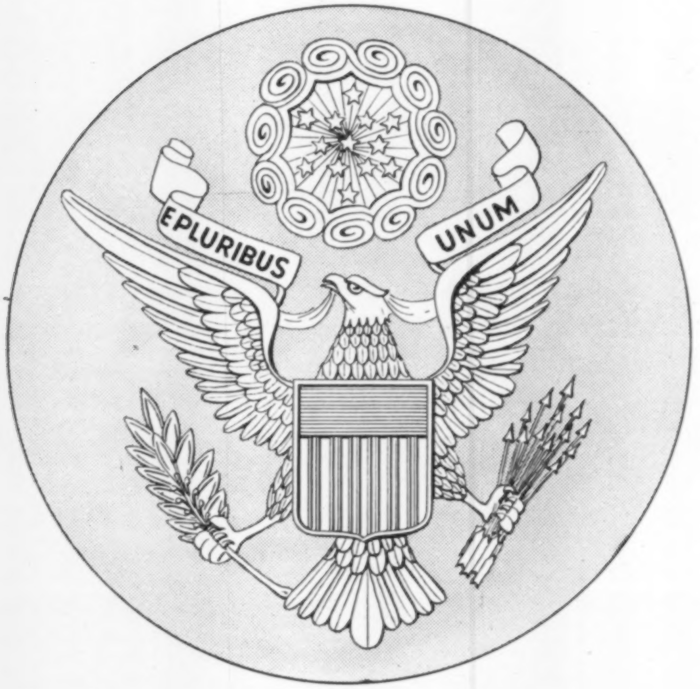
** Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"



Mission Accomplished

During the initial broadcast of the Army Hour, April 5, 1942, Henry L. Stimson, then Secretary of War, said:

> *"The main purpose of the Army Hour will be to keep you in touch with our soldiers, our sailors and our Allies . . . we shall establish a firm link between those stationed in faraway places and those of us who remain here at home to carry on our part of the battle. All America will hear these programs as well as our fighting forces and our allies everywhere."*

Throughout 189 broadcasts from April 5, 1942, to November 11, 1945, the Army Hour was true to its purpose. More than a radio program, it was a military mission of the Army of the United States to bring to the people back home the sounds of war—to tell them how their men were living in battle stations throughout the war. Now that mission is accomplished.

Niles Trammell, President of the National Broadcasting Company, expressed the sentiments of all who shared in the operations of the Army Hour when he wrote Major General A. D. Surles, Director of Information, War Department:

> *"It has been an extraordinary privilege and a source of great pride to NBC and its affiliated stations to broadcast this splendid program uninterruptedly for three years and seven months. You and your able staff have earned the gratitude of the American people for bringing the Army close to them each week in a vivid and human presentation."*

In saluting an outstanding veteran of the first war in which modern radio broadcasting was called upon to serve, NBC hopes to have further opportunity of serving the War Department—to help preserve the peace so valiantly won by our fighting men.

National Broadcasting Company

America's No. 1 Network

NBC

A Service of Radio Corporation of America

THE BALANCE THAT CARRIES WEIGHT IN NEW YORK

Announcing the Winners of the WOV "Key To Two Markets" Contest

★

FIRST PRIZE—$500.00 VICTORY BOND

ALAN SCOTT
Michigan State College
East Lansing, Mich.

$25.00 VICTORY BONDS

HERB WELCH
33 N. High St., Columbus, Ohio

MYRON A. MAHLER
250 West 57th St., New York City

ALLEN GLASSER
1645 Grand Concourse, Bronx, N.Y.

JAMES A. DICKSON
55 Sheridan St., Brantford, Canada

ROBERT COLLINS
30 Rockefeller Plaza, N. Y. C.

AS the result of giving listeners the kind of programs they want to hear, WOV has built a continuous, well balanced, around-the-clock audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Four years, Union College (B.S.)
Twenty-two years, financial, marketing and industrial research, New York City
Two years, Research Consultant, War Department
One year, Director of Radio Research, Crossley, Inc.
Free & Peters (New York Office) since October, 1945

Meet our "Mr. Facts"—

RICHARD M. ALLERTON!

So you think that Free & Peters' work is "just selling", do you? Well, meet Mr. Richard M. Allerton, whose past experience is listed beside his photograph, above. Now a full-fledged "F & P Colonel", Dick heads up our research and market data activities — which means that his job is equally to help you *find* radio-advertising opportunities, and to help you *avoid* radio-advertising pit-falls. Incidentally, we'd like to say that Dick is a top-notch man in anybody's language, and a very swell fellow as well.

Whether for executive, research or sales work, F & P has during its entire pioneering life-time devoted a considerable part of its efforts *to securing the best men available, in or out of radio, for doing the work you entrust to us.* We have found and trained many of the top men in our industry, and intend to continue that record so long as there's breath in our bodies! For that, we believe, is the real secret of our success, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . .	
KOIN	PORTLAND
KIRO	SEATTLE

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BROADCASTING
and BROADCAST ADVERTISING

VOL. 29, NO. 21 WASHINGTON, D. C., NOVEMBER 19, 1945 $5.00 A YEAR—15c A COPY

Tax Cuts Will Help FM-TV Development

Savings for Radio May Aggregate 20 Million

By BILL BAILEY

DEVELOPMENT of FM and television and expansion of standard broadcasting will be given financial aid in 1946 when the corporation excess profits taxes are eliminated.

Radio next year should have 20 million dollars in tax money to help make much-needed improvements, expand staffs and pioneer in TV, FM and facsimile. That estimate was based on broadcasting's taxable income for 1944.

It will be but a drop in the bucket of radio's contemplated expansion in the next year, however. Estimates based on a survey by BROADCASTING indicated that radio plans to spend $110,000,000 for improvements to AM and development of FM and television [BROADCASTING, Oct. 8]. Of that amount 38 million alone is for AM construction and expansion. For FM the estimate is 42 million and for TV 30 million. The networks alone will spend well over 20 million for new studios and equipment in key-station cities [BROADCASTING, Aug. 20].

It is not possible to compute the exact savings to radio from repeal of the excess profits tax and the capital stock tax and elimination of the declared value excess profits tax. Each corporate owner presents a separate picture, according to Alvord & Alvord, Washington tax attorneys retained by the NAB. Many stations are owned individually or by partnerships. They require different returns from corporations.

Conservative estimates are that at least 65% of radio income is subject to excess profits tax under the present law. It was pointed out that a 250-w local might be subject to a greater excess profits tax in proportion than a 50-kw clear channel outlet. Invested capital plays an important part in tax returns.

According to FCC figures, released in September, radio's overall taxable income for 1944 was $90,272,851. Total revenue was listed as $275,298,611 [BROADCASTING, Sept. 24]. It is estimated that this year's gross will exceed $300,000,000.

The taxable income was broken down by the FCC as follows: Networks, including 10 key stations of major networks, $20,842,506; 22 other managed and operated network stations, $5,358,966; 843 independent stations $64,071,379.

Other than the 10 key network stations, which were figured in the overall network incomes, the FCC disclosed that clear channel stations had a total taxable income of $25,145,431. Of that figure 41 50-kw unlimited network affiliates paid taxes on $20,346,138. Three parttime 50-kw network affiliates were taxed on $916,655.

RADIO's 110-million-dollar expansion program in 1946 will be given some help in repeal of the corporation excess profits tax, effective Jan. 1. Estimates place amount of potential savings at 20 million dollars, although actually it's anybody's guess, inasmuch as each corporate taxpayer presents a different problem. Estimates were based on radio's taxable income for 1944 and the assumption that 65% was subject to excess profits taxes.

Clear channel stations of 5-20 kw were broken down as follows: 22 network affiliates, unlimited, $2,968,006; 6 unaffiliated unlimited, $658,941; 2 unaffiliated parttime, $255,691.

Regional stations paid taxes on a total of $34,924,631 as follows: 250 unlimited affiliates, $30,709,795; 28 unaffiliated unlimited, $1,087,738; 22 affiliated parttime, $882,383; 37 unaffiliated parttime, $1,244,715.

In the local category 346 fulltime network affiliates were taxed on $8,931,795; 87 unaffiliated unlimited outlets, $1,209,281; 4 parttime network affiliates, $14,423; 16 parttime unaffiliated outlets, $204,784.

For Public Benefit

Of 865 commercial stations reporting taxable income of $69,430,345, only 58 had time sales of less than $25,000, the Commission data showed. A total of 807 commercial outlets reported gross revenue of $193,182,726 and taxable income of $69,356,960.

Applications on file at the Commission give indication that the estimated 20-million savings in Federal taxes next year will be used to benefit the public and not station owners. New transmitters, new studios, other equipment, additional talent all will be possible. During the war the only improvements possible were those of emergency nature, because of construction freezes.

Under the new tax law, which President Truman has signed, scores of personnel in radio will effect savings in individual taxes as well as their respective employers. Executives, too, will have a few more dollars.

For returning war veterans all income taxes on service pay of enlisted men from 1941 on is entirely exempt. Officers are given an exemption of $1,500 on their service pay, in addition to regular exemptions allowed civilians. Officers also are given a three-year extension for payment of tax on service pay while both enlisted men and officers are granted a three-year extension on pre-service income earned in 1940 or 1941 if the tax fell due after induction.

Social Security tax on employes

(*Continued on page 95*)

Radio Tax Refunds Near $200,000

Two Regional Networks, Eight Stations Get Relief

EIGHT STATIONS and two regional networks have been granted tax relief aggregating nearly $200,000 for taxable years from 1940-43, according to the *Federal Register*. In each instance the refunds were brought about through readjusted excess profits taxes.

For the fiscal year ending June 30, 1945, the Bureau of Internal Revenue granted relief totaling $124,370.21 to six stations and two regional networks whose claims were based on the taxable years 1940-43, it was announced last week.

Relief to Two in 1944

In the fiscal year ending June 30, 1944, the Federal Tax Commissioner granted relief of $47,412.51 to two stations and in the fiscal year ending June 30, 1942, the rebate amounted to $18,713.34 for one station, operated by a newspaper.

For the taxable year ending Dec. 31, 1942, Arizona Broadcasting Co., licensee of KVOA Tucson, was allowed relief totaling $3,070.30.

WJJD Inc, Chicago, was allowed total refunds of $4,223.32 on income taxes for years ending Dec. 31, 1941, 1942, 1943.

Maryland Broadcasting Co., licensee of WITH Baltimore, for fiscal years ending Sept. 30, 1941, 1942, 1943, received relief totaling $4,711.18.

TAX RELIEF totaling more than $190,000 was granted eight stations and two regional nets through readjustment of excess profits taxes, Internal Revenue Bureau disclosed. Refunds covered taxable years 1940-43 and ranged from $1,123 for small station to $92,249 for Yankee Network.

Plains Broadcasting Co. licensee of KGNC Amarillo, was given relief amounting to $10,486.12 for the years ending Dec. 31, 1940, 1941, 1942.

Fayette Broadcasting Corp. and Fayette Title & Trust Co., licensee of WMBS Uniontown, Pa., for the year ending Dec. 31, 1942, was refunded $1,355.95.

South Bend Tribune Co., licensee of WSBT, was granted relief twice totaling $24,542.63 for the taxable year ending Dec. 31, 1940. Taxes covered both newspaper and broadcasting business of the Tribune Co.

Iowa Broadcasting Co. (now Cowles Broadcasting Co.), licensee of KSO-KRNT Des Moines, before selling KSO, was given relief of $46,288.90 for the taxable years ending Dec. 31, 1940, 1941, 1942.

Radio Service Corp., licensee of KSEI Pocatello, Ida., benefited by $1,123.61 through readjusted excess profits taxes for the taxable year ending Dec. 31, 1942.

Yankee Network Inc., Boston, received relief amounting to $92,249.98 for the years ending Dec. 31, 1940, 1941, 1942.

Pacific Broadcasting Co., Tacoma, also a regional, for the year ending Sept. 30, 1941, was refunded $2,444.07.

Armstrong Attacks FCC Data on FM

Question of Engineering Integrity Raised By Inventor

THOUGH FM has been definitely moved to the 88-108 mc band by the FCC, engineers still are arguing merits of old 40 mc band. Commission claims FM belongs upstairs; Maj. Armstrong and other FM pioneers say propagation is inferior there. Zenith Radio Corp. challenged FCC engineering basis for shift of band. FCC replied with attack on Zenith. Subject came up at IRE-RMA meeting last week, but FCC did not join battle.

LACK of "engineering integrity" on the part of the FCC was charged last week by Maj. Edwin H. Armstrong, FM inventor, in criticizing the Commission for its attack on FM engineering tests conducted by Zenith Radio Corp. [BROADCASTING, Nov. 12].

In a sharp reply to the FCC, Maj. Armstrong claimed (see adjoining column) that the Commission attempted "to refute the accuracy of measurements made at 75 miles by citing measurements made at 20 miles".

Charges Results Withheld

He further alleged that the Commission has refrained from publishing figures on its 75-mile tests made at Andalasia, Pa., which he insists confirm the results of the Zenith tests. These tests should be published without delay for the good of the radio art, he said.

The feud was carried to the floor of the joint meeting held Nov. 12-13 at the Sheraton Hotel, Rochester, N. Y., by the Institute of Radio Engineers and Radio Mfrs. Assn. At the Monday meeting C. W. Carnahan, of Zenith Radio Corp., explained results of tests conducted over a period of several months from the regular transmitter of WMFM Milwaukee on 45.5 mc and an experimental transmitter radiating 10 kw on 91 mc from the same tower.

Recordings at Deerfield, Ill., converted to an equal basis of 35 kw showed the higher frequency was below a usable level over 30% of the time, he stated. The lower frequency was found usable over 99% of the time. The Zenith report claimed that the propagation curves used by the FCC are not correct beyond line-of-sight and the measurements show that the move to higher frequencies, designed to insure rural service, ac-

(*Continued on page 89*)

Inventor's Letter to The Editor

EDITOR BROADCASTING:

There has appeared in the public press under date of November 9 reports of propagation tests made by the Zenith Radio Corp., comparing the old and the new FM bands over distances of 75 miles.

On the same day, the FCC released a report of similar comparisons made by its engineering laboratory, which it stated established the exact opposite of the Zenith tests. These tests were made over a distance of 20 miles at Laurel, Md.

Every competent engineer knows that transmission over the two distances cannot be compared, for at distances of 20 miles the tropospheric difficulties experienced at 75 miles do not appear. The attempt to refute the accuracy of measurements made at 75 miles by citing measurements made at 20 miles shows a lack of engineering integrity that it is impossible to understand. It is the more inexplicable in view of the fact that the engineering department of the Commission has in its possession measurements made at Andalasia, Pa., over the same distance as the Zenith tests, namely, 75 miles, which confirm the result of the Zenith tests.

What explanation may be offered for the publication of the Laurel tests over 20 miles, rather than the publication of the Andalasia tests over 75 miles, I do not know, but for the good of the radio art the Andalasia measurements should now be made public without delay.

EDWIN H. ARMSTRONG

Nov. 14

CLOSING up shop, Byron Price leaves his office at the Apex building where, for nearly four years, he directed the nation's censorship operations. Mr. Price recently returned from Germany where he investigated public relations under military occupation for a report to the President. Office of Censorship's existence officially ended last Thursday.

Drawn for BROADCASTING by Sid Hix

"Station WOOF brings you a series of on-the-spot interviews— Interesting People and their Jobs!"

Walker Sees Bright Prospect For U. S. In FM Development

EXPECTED development of FM in the next few years should have important social and economic implications for the American people, FCC Commissioner Paul A. Walker told the Oklahoma City Chamber of Commerce last Friday.

Referring to estimates that FM stations will approach 2,000 by 1947 and as many as 3,000 in the next few years, the Commissioner said this means fuller employment, more purchasing power, and availability of adequate radio service to an additional 10,000,000 people.

Commissioner Walker saw "limitless possibilities" for FM in contributing to education. By systematic planning, he pointed out, the 20 channels allocated for noncommercial educational FM broadcasting, could easily accommodate 1,000 new stations. A large number of schools and colleges are planning to apply for stations and most states are planning state-wide educational networks, he said.

Progress in Other Fields

Reviewing progress in other fields of radio, Mr. Walker said the use of the higher frequencies may provide as many as 29 channels for television in addition to the 13 now authorized. This means not only better black and white pictures, he predicted, but also that "we are likely to have the finest pictures in natural colors and perhaps in the third dimension."

Developments in "pulse-time modulation", through which separate pulse-like signals are combined in the receiver as a continuous sound, make possible transmission simultaneously of as many as 24 messages on a single radio channel, the Commissioner said. Initial use of the system will be in point-to-point communication but it may eventually lead to broadcasting of multiple programs, he added.

Mr. Walker predicted that facsimile will have many applications and may permit farmers far removed from cities to receive news directly recorded in their homes. He said Telefax apparatus may be placed in office buildings, hotels, railroad stations and other public places where messages can be inserted and transmitted to Western Union offices for relay to their destinations.

The Commissioner said it would not be long before many walkie-talkies are in use by farmers, doctors, milk drivers and others for communicating over short distances. Rules for the licensing of the service will be formulated by the Commission as soon as possible, he declared.

Commissioner E. K. Jett forecast earlier in the week that 25,000 walkie-talkies would be in use by the summer of 1946 and that the figure would reach a quarter million a year later. He said the instruments would range in price from $50 to $100 a set. He added that the rules would be approved in two or three months and would permit anyone to obtain a license.

The Byrnes Burn: Whys and Wherefores

Penmasters Benton, Coy, Kesten, Porter Joust on Tandem Pickup Policy

THE ISSUE: **Secretary of State Byrnes, returning from the London Conference of Foreign Ministers Oct. 5, reported to the American people via radio—over the Columbia Broadcasting System. Wayne Coy, vice-president of WINX Washington (an independent outlet owned by The Washington Post), protested at that time an alleged "exclusionist" policy which prevented his station from carrying the public statement (BROADCASTING, Oct. 15). Mr. Coy's protest was sent to William Benton, Assistant Secretary of State, among others, although addressed originally to Justin Miller, president of the National Assn. of Broadcasters. Mr. Benton forwarded it to Paul Kesten, executive vice-president of CBS, for the latter's comments. Copies were sent also to Paul A. Porter, chairman of the FCC. Should there be exclusive broadcasts of a statement by ANY public office holder? Herewith BROADCASTING presents on that subject letters from four of the most facile pens in public and radio life today.**

THE PRINCIPALS: **Paul A. Porter, Chairman, FCC; William Benton, Assistant Secretary of State, former partner with OPA's Chester Bowles in the advertising agency, Benton & Bowles; Paul Kesten, executive vice-president CBS; Wayne Coy, vice-president, WINX, and assistant to the publisher of The Washington Post, formerly special adviser to the late President Roosevelt.**

October 19, 1945

Mr. Paul Kesten,
Executive Vice-President, CBS,

Dear Paul:

You have doubtless seen Wayne Coy's letter which I am attaching. Would you give me your views on it—and on State Department policy? How many speeches, even the President's, would you rate as comparable in importance and interest to this one?

I am sending a similar letter to Niles Trammell.

Sincerely yours,
WILLIAM BENTON
Assistant Secretary of State

* * *

Keston to Benton

New York, N. Y.
October 25, 1945

The Honorable William Benton,
Assistant Secretary of State.

Dear Bill:

I welcome the opportunity to give you my views on four-network hook-ups versus single network broadcasts by government officials. The matter comes up, as your letter pointed out, through a protest by Station WINX in Washington, which is not served by our network and which therefore did not share in the broadcast by Secretary Byrnes which Columbia had the honor of carrying.

To be entirely frank about our viewpoint, let me say that it is composed of one part of what seems to us at least to be pure democratic principle—and another part of sheer practicality.

The pure democratic principle counsels as follows: One of the bulwarks of a free American radio is the "freedom to listen", as some have called it. It strikes us that "freedom to listen" isn't worth the paper on which to write the phrase unless it gives the listener a choice of things and ideas to listen to. Otherwise it is merely the freedom to listen which Germany had before the war, that is, a freedom to listen to the official utterances of the German Government when they were on the air, or to shut the radio off.

I am sorry to have to use such an extreme example to explain why we are against having all networks in the United States and practically all radio stations carrying the same program at the same time. But as this philosophy is based on pure democratic principle, the best way to illustrate it is with the opposite extreme, which is pure totalitarian broadcasting. That is why we have stood by our policy of not carrying four-network hook-ups for so many years, except in periods of grave national emergency and except for the voice of the President himself.

I admit that this democratic principle might, in theory, be extended even to broadcasts by the Chief Executive. However, we have always felt that the unique position of the Presidency, representing the only office (with the Vice-Presidency) subject to the election of all the people, makes utterances from this source of special interest to our listening audience. As broadcasters with the desires and interest of our listeners in mind, we naturally have wanted to carry all general Presidential broadcasts. Stated simply, it has been "good programming" and "good broadcasting" to do so. I should point out that even here there is no compulsion on the networks, and this fact alone, it seems to me, removes any alleged taint of totalitarianism from the practice of four-network hook-ups for these broadcasts.

Now for the wholly practical side of it:

Once you accept the premise that government officials should not preempt every radio facility in the United States for their utterances, you can't make exceptions. I agree that the occasion of Secretary Byrnes' recent speech was both dramatic and important. But if his words had blotted out all other programs on the air, where would you draw the line? Shouldn't any other Cabinet member have the same privilege? If Cabinet members, what about the high prerogatives of the Congress? Should the senior member of a Senate committee be denied four-network hook-ups if the executive arm of the government secures them?

CBS broadcast last year approximately 200 talks by Congressmen, Senators, Cabinet members, and other important government officials. Many of these talks were initiated by us as a service to listeners, and for this purpose we maintain a large staff who are constantly bringing speakers before our microphone with issues of the day or timely special events. I dare say the other networks did much the same kind of public service.

Mr. Benton

Mr. Kesten

Mr. Porter

Mr. Coy

The policy of broadcasting one speech over one network had the tremendous advantage of creating four times as much opportunity for government spokesmen as would have been the case if each one had used all four networks. And it did this while it preserved the American listener's freedom to choose what he wants to hear.

In the case of almost any speech, the hour chosen for the broadcast would probably have an important bearing on what network or networks carried it. Very often one or two networks have free time while other networks have sponsored programs in a given half hour. It is not generally understood that when a network cancels a sponsored program for a government talk it not only re-purchases the time from the sponsor, but also reimburses the sponsor for the entire talent cost of the program that is thus cancelled. On the recent occa-

(*Continued on page 91*)

In Summary

Analysis and Solution as proposed by Paul A. Porter, Chairman FCC

Honorable William Benton
Assistant Secretary of State
Washington, D. C.

November 13, 1945

Dear Bill:

I have the Kesten correspondence which I read with great interest. We at the Commission have been properly very reluctant in even expressing opinions in this field. For example, I have not commented on the fact that three networks carried the Navy-Notre Dame football game last Saturday afternoon simultaneously for more than two hours.

Certainly there is merit in Wayne Coy's point that no network should bottle up an important public speech if somebody else wants it. The choice, as you point out, is not between giving a program exclusively to one network and requiring all networks to carry it. The true alternative is making the program available to anybody who wants it, and making arrangements to insure that at least one network carries it.

The last paragraph of the Kesten letter seems to suggest an extremely sensible policy—namely, that the State Department announce in advance all speeches available for broadcasting, and make such speeches available to all takers. But this, so far as I can see, is exactly what Coy wants, too; and if so, why all the fuss?

Let's talk about this sometime at our mutual convenience. It may be that open discussion of the question would advance the ball some.

Personal regards.

Sincerely yours,
PAUL A. PORTER,
Chairman

NAB Strengthens Small Market Plan

J. Allen Brown Named Pellegrin Assistant In Expansion

EXPANSION of NAB operations, promised with advent of Judge Justin Miller as president and A. D. Willard Jr. as executive vice-president got under way last week. President Miller named J. Allen Brown, general manager of WFOY St. Augustine, Fla., assistant to Frank E. Pellegrin, director of broadcast advertising. Working in consultation with the NAB's new public relations counsel, Edward M. Kirby, revision of departmental functions at Washington headquarters was started, with Willard D. Egolf, director of public relations, appointed special legal counsel, effective Nov. 15 [Closed Circuit, Nov. 12].

Mr. Brown

Mr. Kirby is making a thorough study of all phases of NAB public relations activities. He has taken temporary quarters at the NAB Washington office.

Radio Veteran

Mr. Brown is a 12-year radio veteran. He reports to the NAB Dec. 1 and will be assistant director of broadcast advertising. His acquisition brings an extension of NAB activities directed toward small market stations and he will serve as secretary of the Small Market Stations Committee headed by Marshall Pengra, manager of KRNR Roseburg, Ore.

In addition he will work on development of additional retail radio advertising, a major 1946 activity on the program of the broadcast advertising department.

Commenting on the appointment, Mr. Pellegrin said: "The addition of Mr. Brown to our staff is the first move in an expansion plan authorized by President Justin Miller to render increased service to small market stations and to develop further the field of retail radio advertising.

"Further additions are planned but the most urgent need is being filled now. There are 424 stations in the small markets classification; numerically these represent nearly half the radio industry.

"While all NAB departments have been serving the needs of these stations in sales, research, engineering, etc., it has long been felt that there should be an experienced executive on the NAB staff to work particularly with this group and to coordinate the work of all other NAB departments in the solution of their problems."

Mr. Brown's first radio job was as producer-announcer at WJBY Gadsden, Ala., also serving as promotion man. In 1938 he moved to WHMA, new station in Anniston, Ala., where he became sales manager. The next year he was named general manager of KXOX Sweetwater, Tex., which he launched. He returned later to WHMA as general manager, going to New Bern, N. C., in 1942 to open WHIT where he established a record by going on the air with 100 weekly sponsored programs of news and news features.

WFOY Success

Later in 1942 he became general manager of WFOY and the station within 30 days enjoyed a 94% increase in news program sponsorship, and increases of 150% to 250% annually in general business lines over the previous year's billings. He was associated at WFOY with Frank King, president of Florida Broadcasting Co. and former NAB director, and Glenn Marshall, president of Fountain of Youth Broadcasting Co. and member of the NAB Small Market Stations Executive Committee.

Mr. Egolf joined NAB in February 1943 as assistant to the president and later as public relations director during the service of Col. Kirby as chief of the Radio Branch, Bureau of Public Relations, War Dept. He is a member of the American Bar Assn., Oklahoma State Bar Assn. and Federal Communications Bar Assn. During his NAB service he actually served as special counsel. By relinquishing the duties of public relations director he will have more time for legal matters.

He prepared the revision program which resulted in adoption by the NAB board Aug. 7 of the present Standards of Practice.

No successor has been named for the vacancy created by resignation of Barry T. Rumple, director of research (see story page 34). Mentioned for the post has been Paul F. Peter, its former occupant and now executive secretary of Broadcast Management Bureau.

NAB Finance Committee will meet in early December to consider the 1946 association budget, now being drawn up by C. E. Arney Jr., secretary-treasurer.

Mrs. Helen Harper Shultz has become temporary secretary to Mr. Willard who has been without a secretary since death of Mrs. Louis Collins Nov. 4. Mrs. Shultz has been working with Gladys Hall in assisting Capt. Harry C. Butcher, Naval aide to Gen. Eisenhower, in preparation of his forthcoming book. She was Mr. Willard's secretary when he was general manager of WJSV (now WTOP) Washington and later was traffic manager of WTOP.

NAB to Elect Eight New Directors; Second Meeting Series in March-April

EIGHT NAB districts will elect directors at the two series of district meetings scheduled to start Jan. 7 in Los Angeles. The first series [BROADCASTING, Nov. 12] will conclude Feb. 8.

Even-numbered districts which will elect directors in 1946, with present directors, are: 2d District (N. Y., N. J.), Kolin Hager, WGY Schenectady; 4th District (D. C., Va., W. Va., N. C., S. C.), Campbell Arnoux, WTAR Norfolk; 6th District (Ark., La., Miss., Tenn.), Hoyt B. Wooten, WREC Memphis; 8th District (Ind., Mich.), John E. Fetzer, WKZO Kalamazoo; 10th District (Ia., Mo., Neb.), John J. Gillin Jr., WOW Omaha; 12th District (Kan., Okla.), William B. Way, KVOO Tulsa; 14th District (Col., Utah, Ida., Wyo., Mont., S. D.), Hugh B. Terry, KLZ Denver; 16th District (Ariz., So. Cal., N. M.), William B. Ryan, KFI Los Angeles.

Schedule of the second section of district meetings, likely to start in mid-March, is being drawn up by C. E. Arney Jr., NAB secretary-treasurer, in consultation with district directors. Arrangements are complicated by difficulty of making hotel reservations at suitable times.

Two scheduled meetings have been cancelled, the 11th District (Minn., N. D., S. D., part of Wis.), slated for Jan. 22-23 in Minneapolis, and the 7th District (Ohio, Ky.), slated Feb. 11-12 in Cincinnati. They will be held in early spring. Inability to get sufficient hotel space caused the cancellations.

At least a month will be allowed NAB headquarters officials to dispose of accumulated business after the end of the first swing. Plans under discussion would provide resumption of meetings about March 18, running through to the end of the month in the Midwest and Northeast, then concluding in the South early in April.

Schedule of meetings in the first bracket follows:

16th District (S. Cal., Ariz., N. M.), Hollywood Roosevelt, Hollywood, Jan. 7-8.

15th District (N. Cal., Nevada, Hawaii), Fairmont Hotel, San Francisco, Jan. 10-11.

17th District (Wash., Ore., Alaska), Hotel Olympic, Seattle, Jan. 14-15.

10th District (Iowa, Neb., Mo.), Fontenelle Hotel, Omaha, Jan. 25-26.

14th District (Mont., Col., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28-29.

13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.

12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.

6th District (Ark., La., Miss., Tenn.), Peabody Hotel, Memphis, Feb. 7-8.

Guy della-Cioppa, Taylor, Rejoin CBS

Doug Coulter Given New Post In Commercial Program Div.

Mr. Taylor

Mr. Coulter

DAVIDSON TAYLOR and Guy della-Cioppa, both returned to CBS after service abroad under Col. William S. Paley, CBS president, were last week appointed director of programs and assistant to the president, respectively. Douglas Coulter, vice-president formerly in charge of programs, was given the newly created post of director of commercial program development.

Announcement of these changes does not nullify the possibility Mr. Paley will assume the titular post of chairman of the board, turning the presidency over to Paul Kesten, executive vice-president, who ran CBS during the more than two years that Mr. Paley was overseas in war service. Instead, the new appointments indicate that Mr. Paley intends to take an active part in CBS operations, especially in the network's programming activities.

Coulter to Study Needs

As director of commercial program development, Mr. Coulter will be responsible for studying the program needs of advertisers and advertising agencies, and to work with them on problems of the selection, change and improvement of their individual programs and of the overall program structure of the network. He will also serve as program counsel to account executives in the CBS sales department and will have charge of the sale of programs produced by the network's program department.

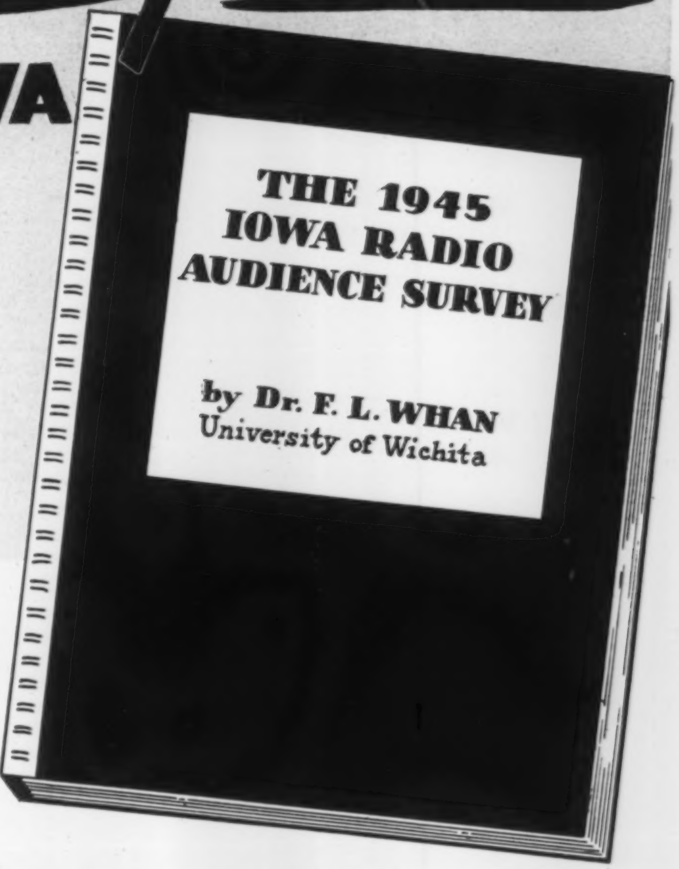
Mr. Taylor, who was Mr. Coulter's assistant until entering government service in 1943, assumes executive responsibility for the network's program operations, including creative planning and administration of both sustaining and commercial programs. Coming to CBS from WHAS Louisville in 1933, he was successively announcer, director, producer, script editor, director of serious music and assistant director of programs. In Europe, Mr. Taylor succeeded Mr. Paley as chief of radio of the Psychological Warfare Division of SHAEF and later was chief of film, theater and music section of the Information Control Division, U. S. Forces, ETO.

Mr. della-Cioppa was a member of the CBS program department

(*Continued on page 93*)

Do you really know

WHAT YOUR IOWA RADIO-TIME IS WORTH?



This brand-new book gives you a scientific yardstick on Iowa values!

If an early-morning quarter-hour on Iowa's Station X costs $40—*what is the same time worth on Station Y?*

The 1945 Iowa Radio Audience Survey does not answer that or any similar question directly—

—but using the 1945 Survey, any agency or advertiser can easily compute the comparative listenership of any stations heard in the State—for any period of night or day, and for any type of listener—and can arrive at the most nearly scientific evaluation that has ever been possible in radio . . .

FACTS YOU SHOULD KNOW

Dr. Forest L. Whan, well-known researcher of the University of Wichita, has interviewed one out of every 83 families in Iowa—divided as to urban, village or farm residence, and following accepted "sampling" procedures. In these interviews the *people of Iowa* told Dr. Whan's staff *what stations* they hear regularly—what stations they "listen to most"—what hours they listen—at what point they change the dial—what they think of Iowa radio, radio service, radio shows, radio commercials—what news programs, farm programs and general programs they prefer—*the whole story of Iowa's listening habits and preferences.*

THE ANSWERS are faithfully tabulated in the 1945 Iowa Radio Audience Survey—tabulated as to totals, then broken down by residence (urban, village, farm) age, sex, educational background, etc., etc., etc. *It is a complete picture of radio in Iowa.* If you have any stake in Iowa advertising or selling, it is a book you MUST read. *Get your copy now.* The coupon will bring it to you—without obligation.

+ WHO *for* IOWA PLUS! +

Des Moines . . . 50,000 Watts

B. J. PALMER, *President* **J. O. MALAND**, *Manager*

FREE & PETERS, INC. . . . *National Representatives*

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1945 Iowa Radio Audience Survey.

Name ....

Company ....

Street ....

City .... State ....

Porter Says AFM Edict Restricts FM

Officially FCC Can Do Nothing; Asch Protests

PAUL A. PORTER, chairman of the FCC, was on record twice last week on AFM President James C. Petrillo's edict on AM-FM music.

Personally, he felt it "very seriously" restricts employment possibilities and hampers development of FM. Officially, he felt there was nothing the FCC could do about it.

Interviewed on Mutual's *Meet the Press* program Nov. 9, Mr. Porter said he thought the "legitimate interests of labor unions can and should be protected with all the safeguards that public policy would require. However, I feel that in this situation employment opportunities are very severely restricted and the possible immediate development of FM is retarded because of Mr. Petrillo's edict," he declared.

Porter Telegram

He made it plain he was "expressing only my own personal point of view". When first asked for his opinion on the Petrillo ukase, he drew a round of laughter with his reply, "I cannot say that I am glad you asked me that question."

On the day that he voiced his personal belief on the air, he sent the following telegram to Leonard L. Asch, president of Capitol Broadcasting Co., who sought FCC assistance when Mr. Petrillo refused to modify his demand so the company's FM station, WBCA Schenectady, a Mutual affiliate, could carry a special Victory Loan broadcast:

"I think you must know that the matter of making necessary arrangements for broadcast material is the function of the licensee. I do not see that there is anything that I can do in response to your request."

Mr. Asch, who does not operate an AM station, questioned whether the networks were wholeheartedly interested in developing FM as speedily as possible. He said it is true that they are interested in FM development but that "it is surprising that this interest has never urged them to give fulltime service in FM. . . ."

"It might be asked whether it is also a coincidence that with the Petrillo ban the major FM stations owned by the networks immediately find it necessary to go off the air indefinitely for technical repairs, whereas a small independently operated station continues to maintain a 16-hour schedule, as we have since July 17, 1941, without the necessity of interrupting the public service, convenience and necessity for which we have been licensed."

Mr. Asch said the networks' contention that they do not charge for transmission of commercial programs over their own FM stations "is a fine method of putting an independent operator, such as ourselves, in the position of trying to sell a commercial medium to national advertisers who now, or in the future, can obtain the medium through another source without charge."

He contended that their income from standard operations makes it possible for "the prosperous clear-channel network stations" to disparage FM economically. "A minority of set manufacturers," he continued, may envision a double market by selling first standard and then FM sets.

Meanwhile, the Fredericksburg, Va. post, Veterans of Foreign Wars, which tried but failed to get AFM approval for a group of Marine Corps musicians to participate in an Armistice Day church service, adopted a resolution denouncing circumstances which prohibit or discourage the use of service musicians at patriotic, noncommercial services.

"We feel that such prohibition is an insult to our departed comrades in arms and that the English language has no words by which we can fully express our indignation and resentment of such arbitrary, callous and contemptible regulation," the resolution declared.

Other veterans' posts in the state were asked to adopt similar resolutions.

On the *Meet the Press* broadcast, Mr. Porter was interviewed by Al Warner, head of the WOL Washington news bureau; Ben Gross, radio editor, *New York News*, Robert U. Brown, executive editor, *Editor and Publisher;* Ed Levin, radio editor, *PM;* Sol Taishoff, editor and publisher, BROADCASTING.

'Not Enough Controversy'

"Radio," he said, "has got to make up its mind, as it embarks upon its second quarter of a century, whether it is going to become exclusively an entertainment and advertising medium or whether it is going to perform functions beyond that."

He said he thought radio stations and commentators "have, by and large, presented a fair picture of political and social controversy" and that "my own personal complaint is that there is not enough controversy on the air."

Reminded that he had been quoted as saying that eventually

(Continued on page 94)

Hearings Begin on AM Cases; Consolidation Policy Affirmed

SCHEDULING of the 231 AM applications designated for hearing by the FCC since resumption of normal licensing operations began last week. The first of 61 consolidated proceedings, comprising five applications for a new station on 1240 kc in the Rochester area, will be heard today (Monday).

Other applicants are being advised that their cases will soon be scheduled, it was learned, and it is expected that many hearings will be given definite dates within the next few weeks. For the most part, the hearings will be held in the order in which they were listed by the Commision [BROADCASTING, Oct. 29].

Denies Separation

With the scheduling of the first of the consolidated hearings, the Commission also disclosed that its policy of grouping applications wherever possible will be adhered to regardless of whether some of the applications have already had proceedings. That policy was reaffirmed in its refusal to separate two applicants from a group designated for hearing.

In denying motions by Capitol Broadcasting Co. and Nashville Radio Corp. for severance of their applications for stations in Nashville from four other applications with which they are merged, the Commission is understood to have taken the position that the existence of a record in the case is not a justification for preferred consideration.

The fact that hearings have been held on an application should not put an applicant who was unable to obtain a hearing at a disadvantage, an official explained. He added that applications would be consolidated "wherever we see the opportunity."

Locality Main Factor

Attorneys for the two applicants claimed that they should be given separate treatment because their clients are applying for the frequency 1450 kc while the four other applicants are asking for 1240 kc. They pointed out that other cases consolidated for hearing involve conflicts of frequencies.

However, the Commission was not persuaded that this argument should be given weight as it intends to group all applications for the same locality, regardless of the frequency requested.

The Commission originally consolidated four Nashville cases for hearing during the war to determine whether additional service was needed in the area, the other applicants being Tennessee Broadcasters and J. W. Birdwell. The two new applicants are Tennessee Radio Corp. and Murfreesboro Broadcasting Service.

FCC Fund Return Voted by Senators

REVERSING action of the House, the Senate Appropriations Committee last week recommended that the FCC's 1946 fiscal year budget be left intact and that the Foreign Broadcast Intelligence Service and Radio Intelligence Service be continued.

Recommendation was made in a report on the Recission Bill (HR-4407), in which the Senate committee voted to restore a total of $1,409,033,666 to various independent offices, the executive departments, Army and Navy. Regarding the FCC appropriation, the Senate committee held that the State Dept. had testified as to the importance of FBIS reports and that the RID was necessary for policing the spectrum.

For the Office of War Information (now Interim International Information Service of State Dept.) the Senate committee recommended a recission of $5,000,000 instead of the $10,662,558 passed by the House.

FBIS Reports Needed

Testifying before a subcommittee on Oct. 30, Donald Russell, Assistant Secretary of State, said the FBIS reports were necessary to the State Dept. He added that in some cases "the radio is a much safer guide than newspapers are to the policy of that country" because many countries own and control and exercise more effective control over radio than over newspapers.

FCC Chairman Paul A. Porter, in a brief statement, urged restoration of the $930,000 cut. Sen. McKellar (D-Tenn.), acting chairman of the Appropriations Committee, took issue with Mr. Porter that monitoring of foreign countries is now unnecessary. Sen. Hayden (D-Ariz.), throughout the questioning defended the Commission and its request, declaring that RID activities actually are normal peacetime functions and that Congress "made a mistake" in appropriating money on the theory that RID was specifically a wartime operation.

Assistant Secretary of State William Benton said the State Dept. now operates 18 transmitters under lease for $925,837 from CBS, General Electric, NBC, Crosley Corp., Westinghouse and World Wide. He urged continuance of international shortwave broadcasts under State. Dept. supervision.

The Senate is expected to act on its committee's recommendations this week. Then the bill will go to conference. Indications on the House side last week were that the House will insist on termination of the FBIS, although continuation of RID as a peacetime function is expected.

Chairman Porter already had told the House Appropriations Committee that the FBIS would terminate as of Nov. 2 [BROADCASTING, Oct. 29].

Mimi's got the right idea

Mimi is a Rhesus monkey. They rarely breed in captivity, but Mimi broke the jinx and now she won't let anybody get near her baby. She even clutches it as she swings around her cage.

Jungle wariness and survival may not be an exact analogy for business and the battle for brands that's just ahead. But it's close.

If your plans of not letting anybody get near "your baby" call for radio, we'd like to tell you about W-I-T-H in Baltimore.

It's the successful independent that produces more listeners-per-dollar-spent than any other station in this big five-station town.

These are the facts to clutch on to. Glad to show them to you.

W-I-T-H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

100-w Station Tests Radio Sales Tax

New Mexico's License Law Challenged by NAB Aids

A LOCAL station well in the interior of New Mexico, KGFL Roswell, is serving as the technical guinea pig by which a three-judge U. S. District Court will determine whether the State of New Mexico has the right to license broadcast stations and impose a 2% gross sales tax on them as operations in intrastate commerce [BROADCASTING, Nov. 12].

NAB is joining the Nov. 19 legal battle, acting as a friend of the court, in an effort to have the tax declared unconstitutional. Twenty-nine other States have sales taxes which might be aimed at broadcast stations should the New Mexico impost be upheld by the court.

Signal Measured

All last week Howard S. Frazier, NAB director of engineering, toured New Mexico and neighboring states in a car equipped to measure KFGL's signal. These findings will be presented to the court to show that a station's signal, even if a 100-watter well inside a state's borders, penetrates beyond state lines besides causing interference to other stations inside or outside the borders.

New Mexico's gross sales tax law was passed in 1935. A State Revenue Bureau ruling held broadcast stations exempt as instruments of interstate commerce, a position supported by the Fishers Blend Station Inc. U. S. Supeme Court decision in 1936. The present state attorney general reversed the ruling, held the stations in the state subject to the tax, and even made it retroactive with interest charges.

Brief presenting NAB's story to the court was prepared by John Morgan Davis, NAB general counsel, and Milton J. Kibler, assistant general counsel. They went to New Mexico to participate in the hearing. Other New Mexico stations are plaintiffs in similar suits.

KGFL was deliberately selected by NAB and the New Mexico broadcasters because it is well over 100 miles inside the New Mexico border and has only a 100 w signal. It was felt that no possible claim could be made by the state that broadcasters were picking a border station that obviously would have listeners in an adjoining state.

NAB Brief

The New Mexico attorney general contended that a local station of low power served only the nearby territory and was not an interstate operation.

After reciting the history of Federal radio regulation, based on the premise that broadcasting is essentially a medium of interstate commerce, the NAB brief reviews court decisions applying to the New Mexico case. All point to the basic interstate character of broadcasting as a business and the engineering fact that a radio signal is no respecter of state lines.

Power of Congress is supreme, NAB points out, in explaining that where operations in interstate commerce also have purely local effects on intrastate commerce, the power of Congress extends to every operation of intrastate commerce which is comingled with operations in interstate commerce.

The Fisher's Blend Station case held that a state occupation tax, measured by the gross receipts from broadcasting by stations within the state, is unconstitutional.

NAB stresses that interstate and intrastate transmission of radio waves admit of no distinction, and that whether programs originate locally or in other states, the crossing of state lines by radio communications clash with, interrupt and distort the waves coming from out-of-state stations.

In its conclusion, NAB argues that the power to regulate broadcasting is exclusively in Congress and to allow any state to place an excise tax on broadcasting is an infringement of that power. Power of Congress to regulate the industry, free from interference by state government, must be protected, it is argued.

No matter in what part of a state a station is located, it cannot be brought within the accepted definition of intrastate commerce due to its uncontrolled nature, says NAB.

Even assuming for sake of argument that a signal did not cross the boundaries of a state, says NAB, it does not follow that this intrastate zone is wholly free from Federal regulation since waves of the station may clash with waves from out-of-state stations. These waves must be given right of passage without interference from local stations, the brief points out. Cited was a principle enunciated by former Chief Justice Hughes in the Nelson Bros. Bond & Mortgage Co. case, that "no state lines divide the radio waves, and national regulation is not only appropriate but essential to the efficient use of broadcasting facilities."

NAB goes into the business side of the state's 2% gross levy by showing how the tax does not take into account expenditure items and pointing out that many stations operate on small profit margins. Thus a 2% gross tax might amount to 50% or more of net profits and even amount to confiscation of a station licensed to operate in public interest.

Washington-New York Coaxial Cable Line Opens in January

Army-Navy Game Telecast Forerunner of New Link; Facilities Offered to All TV Interests by Bell

FORERUNNER of regularly scheduled intercity broadcasts by coaxial cable between Washington and New York, the Bell System will inaugurate its Philadelphia-New York coaxial cable on Dec. 1 when NBC televises the Army-Navy football game in Philadelphia for broadcast over its New York station, WNBT.

Keith S. McHugh, vice-president of AT&T, who last week announced the coaxial system, described the Army-Navy transmission as "a preview of long distance television by cable."

Already AT&T has arranged to make its Washington-New York coaxial cable available to CBS, NBC and the Allen B. DuMont Labs. for exchange of telecasts between the two cities. Each telecaster will use the cable two nights a week during the experimental stages. AT&T will make the coaxial available also to others interested in TV, including motion picture producers and theater operators, when they have facilities available.

The Bell system has been using coaxial cable to carry telephone conversations over some intercity routes for several years. Present construction contemplates a network of coaxial and radio relay facilities extending from coast-to-coast and from north to south.

In 1946 the cable network will be extended south of Washington to Charlotte, N. C., and between Atlanta and Dallas. In 1947 the project will link Chicago and St. Louis and the southern route will be extended to Los Angeles. Plans call for construction of upwards of 1,500 miles of coaxial cable a year for the next few years.

The coaxial cable is suitable for transmitting television signals or 480 simultaneous telephone messages.

An experimental radio relay system is being built by the Bell System between New York and Boston. When the development is finished, the Bell System plans to use radio relay, coaxial cable or other means—whichever is most advantageous—to extend its television and telephone lines throughout the country.

TO ASSIST OWI employes who are not being transferred to the State Department international informational organization, including a substantial group of press, motion picture and public relation specialists, the labor management committee of the Interim International Information Service has established a placement advisory service. Interested employers may contact the IIIS personnel office at 250 West 5th St., New York.

WILDLIFE SURVEY

NO TELEPHONES but strictly personal contact was used by C. E. Hooper and aides in obtaining this sample of South Dakota pheasants. Group, which conducted its research on the farm of W. J. Asmussen, S. D. candidate for 1945 title of Typical Midwest Farmer, included: (Rear row, l to r) James H. Allen, promotion manager, WNAX Yankton; Robert Dooley, national sales manager, KFAB Omaha; Don E. Inman, general manager, WNAX Yankton; (front row, l to r), H. T. Enns Jr., national sales manager, Cowles Broadcasting Co.; C. E. Hooper, president, C. E. Hooper Inc.; Gene P. Loffler, program director, WNAX Yankton.

Faust Returns to WBBM As Assistant to Roberts

NEWEST additions to WBBM, CBS Chicago station, include Dudley Faust as assistant to W. Donald Roberts, western sales manager of CBS, and Tom Rooney, formerly with KMOX St. Louis, as WBBM promotion manager, replacing Jonathan Snow who resigned several weeks ago. Faust, discharged last week from Marine Corps, as a first lieutenant, went to WBBM in 1937 as salesman and in 1941 was transferred to CBS network sales.

Bill Edwards, of CBS radio sales department, New York, will head the Chicago office of radio sales, instead of head of WBBM sales department as erroneously reported in BROADCASTING, Nov. 12. Ernie Schomo is WBBM sales manager.

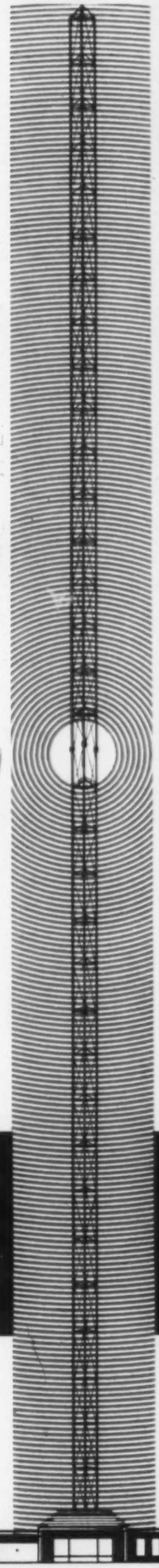
New Army Campaign

U. S. ARMY has asked the Advertising Council, to aid in a campaign to maintain prestige of men in uniform. Newest Army assignment is entirely separate from paid advertising campaign to secure peacetime enlistments placed through N. W. Ayer & Son, Philadelphia. Agency, however, will serve as volunteer task force for Council's campaign in order to coordinate two programs.

WKY HAS INTRODUCED

A New Factor in Time Buying!

"HOW'S YOUR ANTENNA?"
"AUNT EMMA? OH SHE'S OKAY"
TIME BUYER



"ANTENNA DESIGN"

TIME was when wattage was the time buyer's criterion. Then came the discovery that *frequency* has infinitely more to do with station coverage than pure power.

Now that WKY's revolutionary antenna experiment has proved such an amazing success—more than doubling WKY's effective power—a new factor, antenna design, enters the time-buying picture.

The performance of WKY's new Franklin double half-wave antenna has attracted the attention and interest of radio engineers throughout the country. High-gain antennas of this or other design are the most important thing in AM radio today.

The effect of WKY's new antenna is to squash down wasted skywaves and concentrate them along the ground. WKY's signal today is 58.5% stronger (at 1 mile) than can be produced by a conventional quarter-wave radiator. The practical effect, as far as time-buyers are concerned, is, that WKY is being listened to today by a greater audience than ever before in Oklahoma.

WKY Oklahoma City

915 FEET HIGH AND MORE THAN
A MILLION LISTENERS WIDE

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times — The Farmer-Stockman—
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY

KANSAS CITY
IS A
K
O
Z
Y
MARKET

•

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

LA GUARDIA PRAISES RADIO HIGHLY IN N.Y.

"RADIO has contributed more in the last twenty-five years to good government than the daily newspapers in the last fifty or sixty years," Mayor La Guardia of New York told 400 guests at a luncheon Nov. 10 at the Roosevelt Hotel in New York. Representatives of press, music, theater, religion and labor acclaimed radio's 25th anniversary [BROADCASTING, Nov. 12].

The mayor said there should always be a "healthy rivalry of truth between press and radio" and he was opposed to any affinity between them. He averred that newspapers often intentionally "colored news by their headlines".

"Of course I like radio. I can talk to a mike and I can't talk to some publishers. The mike has contributed a great deal to the American public," he stated. "It has entirely changed the techniques of political campaigns. Government executives should be quick to use it, no one in public affairs should be afraid to use it.'"

Sylvania Booklet

SYLVANIA ELECTRIC PRODUCTS Inc., Emporium, Pa., manufacturer of electronic and radio equipment, has issued a booklet, "20 Years of Achievement in Radio", tracing the company's growth from its small beginning at Emporium in 1924 to its present large-scale production, with plants in eight American cities. Book is dedicated to Sylvania's founder, B. G. Erskine, who died June 23, 1945.

Sterling Report

NET EARNINGS of Sterling Drug Inc. and subsidiary companies for nine-month period ending September 30 totaled $7,923,639 after consideration of all charges, preferred dividends and Federal and foreign income taxes. Highest net earnings ever reported for such a period, figure equals $2.11 per share on 3,749,456 shares common stock outstanding. This compares with adjusted figure of $6,454,759 for same period in 1944. Net earnings for quarter ending September 30 totaled $2,359,937, or 63 cents per share.

WFIL Policy Change

WFIL Philadelphia is eliminating all participating announcements from 5:45 a.m. through 7 a.m. The new schedule starts with *Wake Up and Sing*, a quarter-hour of popular music, followed by *Farmers' Market*, quarter-hour of informational segment for rural listeners; *Songs of the Plains*, 15 minutes of western music; and *Breakfast Music*, 25 minutes of popular favorites. LeRoy Miller, morning m.c., follows five minutes of news, and takes up participating announcements from there. Jesse Rogers, cowboy singer, moves from his daily early-morning show to 3:15 p.m. under the new ruling.

KGVO News

NEWS and news features equivalent to the content of a 17-page daily newspaper were broadcast daily by KGVO Missoula, Mont., according to research by the station's news bureau during a month-long printers' strike which suspended publication of the city's two daily newspapers.

WMBD V. D. Programs Aided Citizens' Drive

WMBD Peoria's 10-program series on *Know the Facts About V.D. Control*, part of a successful campaign to close "red light" districts and control venereal disease, is credited with a big share in educating the public on the subject.

Health department's V.D. Clinic said nine persons reported for treatment after one broadcast. Many families said they made the programs "required" family listening. Business and professional men said the broadcasts convinced them of the need for suppression of prostitution.

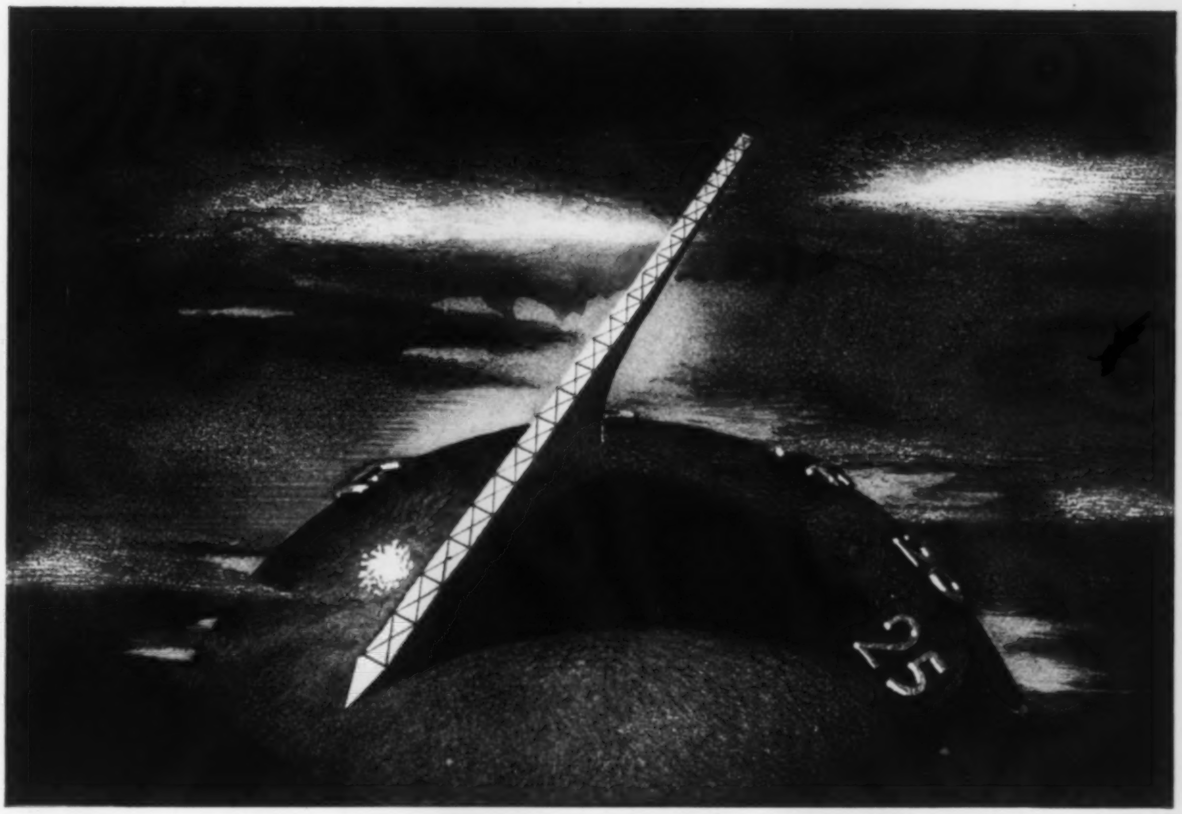
Programs were written and produced by Ivan Harnew of WMBD and Sam Belfer, chairman of the Peoria Citizens Committee which coordinated activities to combat V.D. after a nearby Army camp threatened to make Peoria out-of-bounds unless the diseases were controlled. Broadcasts included round-table discussions, dramatizations, and speeches including one by Dr. Morris Fishbein, editor of the *Journal* of the American Medical Association. Transcriptions of the series have been presented to the Federal Security Agency, Chicago. WMBD and FSA are making copies of scripts available.

Specialists Available

SPECIALISTS of WPB Region 2, New York State and northern New Jersey, are now available to private industry, according to John A. Warner, regional director. Included are specialists in radio and radar, accounting, advertising and marketing, electrical engineering, dry goods and department stores, labor relations, personnel and publicity. Region 2 employers interested should contact Regional Director, WPB, Empire State Bldg., New York 1.

UOPWA Forum

RADIO GUILD, United Office and Professional Workers of America, New York, is sponsoring a series of forums entitled "'Radio—Its Past, Present and Future," to be inaugurated Nov. 21 and continued on alternate Wednesdays in the auditorium of the UOPWA's center in New York. Radio topics will be discussed by prominent industry figures.



IN NOVEMBER, 1945, the Art of Broadcasting attained its Twenty-fifth Anniversary.

Broadcasting has gone a long way in a mere 25 years, but its furious pace of accomplishment has seen every moment used to further expand its Service to the People. On the other hand, this has been but a brief period in human experience. The evaluation of its Services must be on a perpetual basis, as each day sees further expansion and improvement.

Who is there among us to hazard a guess.. to prophesy what the next quarter-century will bring.. with the added services of Television, Frequency Modulation, and a host of other recent Technical Developments?

With unblushing pride, Westinghouse looks back over the years, and at the Art it nurtured, but shares this pride with great names who have lent to the Art of Radio their talents and labors.. unceasingly.. from their initial work in Broadcasting, either at KDKA, or one of the other Westinghouse Stations.

Lowell Thomas
Vaughn Monroe
Edward MacHugh
"SEN" AW Kaney
Thornton W. Burgess
Percy Grainger
Cyrena Van Gordon
Conrad Thibault
Grantland Rice
E. J. Rowell
Bertha Brainard
Joe Rines
Milton Cross
Al Jolson
Glenn Riggs
E R Borroff
Jan Savitt
H. V. Kaltenborn
Ed Wynn
George Wharton Pepper
Bill Hay
Frank E. Mullen
Jules Herbuveaux
Warren Hull
Frankie Carle
John Charles Thomas
Pat H. Barnes
Booth Tarkington

WESTINGHOUSE RADIO STATIONS Inc **KDKA · KYW · WBZ · WBZA · WOWO · KEX**

In the UTAH MARKET

Luscious is the word for Utah peaches being picked here by Miss Carol Ohmart, Utah State Fair Queen. The yearly fruit and vegetable crop is worth approximately $12,000,000 to Utah farm families. That's just one of the diversified basic sources of wealth which build dependable buying power in the Utah market.

Local Advertisers Know
KDYL Brings Results

On-the-ground experience has amply proved to local (and national) advertisers that KDYL's showmanship, combined with top-rating network programs, bring results. This is the station most Utahns listen to most.

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

Clergy Attend Radio Workshop Dealing With Religious Shows

Group Studies Problems of Raising Standards Of Present Church Broadcasting Methods

REPRESENTATIVES of the nation's clergy, attending a five-day Radio Workshop, Nov. 11-16 in Chicago, conferred with commercial broadcasters in an attempt to raise the general level of religious broadcasting. They were shown, through practical demonstrations, the importance of music, production and drama in the preparation of radio sermons.

Sponsored by the joint committee of the Congregational Christian, Methodist and Presbyterian U. S. A. Churches, with Rev. Everett C. Parker, director of the committee and Miss Elinor Inman, broadcast director, CBS religious programs, as co-chairman, the workshop covered all phases of religious broadcasting, with delegates preparing scripts, making voice recordings and listening to criticisms of production standards by Chicago radio executives.

Small Stations Criticized

While many network religious programs were singled out as examples of merit, small stations were criticized by several religious broadcasters as "failing to give religion its proper share of public service."

Members decried the practice of "using the air-waves" to solicit funds for "studio parsons", referring to religious broadcasts paid for by non-sectarian individuals who "in many cases" are "unlicensed".

Speaking before the group Monday, Nov. 12, Harold McCarty, radio director of the U. of Wisconsin, said that radio's efforts at international understanding, based on past performances, have been "pretty feeble".

"Radio must give more than diversion," he said. "It has a moral and civic obligation that can be accomplished only when non-commercial organizations see in radio an opportunity to further unselfish aims."

He described plans of the U. of Wisconsin which include operation of seven FM stations, two of which have already been applied for. "It is our hope to provide the kind of educational programs which are so desperately needed today," he said.

Freedom With FM

Regarding FM, Mr. McCarty said the promise of FM is not freedom from interference, but freedom from "the restraints of present band limiting the number of available frequencies."

The schedule of events during the five-day meeting included:

Nov. 11: Demonstration of religious programs and attendance at *Quiz Kids* and *Human Adventure* broadcasts.

Nov. 12: "How Not to Write a Radio Sermon," by Miss Inman; "The Why of Religious Broadcasting," by Dr. Ross Snyder; "The Social Significance of Radio," by Mr. McCarty.

Nov. 13: "Writing for Radio," by Rev. Parker; "Music in Your Program," panel discussion with Miss Inman, Dr. Barrett Spach.

Nov. 14: "Dramatic Writing," by William J. Murphy, manager, script division, NBC. "Producing Your Program," by Homer Heck, production director, NBC.

Nov. 15: "Programming on the Local Station," panel discussion, Rev. Parker; Judith Waller, NBC; B. W. (Buck) Gunn, WGN; Jerry Walker, radio director, International Council of Religious Education.

Nov. 16: "Utilizing Radio in Religious Education," demonstration of CBS *School of the Air* series.

HEAVY AIR SUPPORT FOR VICTORY LOAN

BROADCAST stations provided "good support" to the Victory Loan during the first week, according to a Treasury report to Arthur Stringer, NAB promotion director. Broadcasters and their programs and spots are "doing a job," Mr. Stringer said in announcing the amount of support that had been given, exclusive of network programs.

Station originations in support of the loan for the first week follow: Treasury Salutes, 3,058 originations; Music for Millions, 2,766; Sing for Victory, 1,570; Diary Personalities, 1,404; Crosby record, 2,798; Gibbs record, 1,154; Wayne record, 1,102; Sports Personalities Speak, 1,976; Industrial Leaders Speak, 1,851.

Regular spots during the week totaled 43,118, along with 1,716 two-minute and 239 three-minute spots.

Programs originated follow: Five-minute, 436; 10-minute, 281; 15-minute, 936; 25-minute, 10; 30-minute, 416; 40-minute, 42; 45-minute, 10; 50-minute, 21; hour, 45; 1½ hours, 20; 2½ hours, 41; 3 hours, 22.

Raytheon Equipment

BY JANUARY 1, the transmitter division of Raytheon Mfg. Co., Chicago, expects to release its first AM equipment since completing its war contracts. The transmitter division is now in the process of manufacturing 250-watt transmitters, a studio console monitor, a remote amplifier and a volume limiter.

A radio station is known by the *Companies* it keeps

Consolidated Biscuit Co.

sells

Crackin' Good Crackers

on the New

WJJD

Do you have Crackin' Good crackers in your house? If you're a Chicagoan, your answer is probably a determined "yes." Consolidated Biscuit Company, makers of Crackin' Good Crackers have a big hold on the Chicago Market. And the *New* WJJD has been helping them tell their story to Chicago for well over a year. When you remember that 3,234,059 radio homes are clustered within the primary coverage area of the *New* WJJD, you see another good reason why practically everybody in Chicago knows about Crackin' good Crackers. The *New* WJJD, winging along on 20,000 watts of SELLING POWER, talks to lots and lots of Chicagoans every day. Shall we leave a message for you?

20,000 WATTS OF *Selling* POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

D. C. Zoning Hearing

HEARING on petitions of RCA and Chesapeake & Potomac Telephone Co. to amend District of Columbia zoning regulations to permit antennas in residential areas will be held Nov. 21 by the District Zoning Commission. Limited right to build towers has been granted television and FM.

TV in Polio Fight

EMPLOYING television to promote 1945 Sister Kenny Foundation fund appeal to fight infantile paralysis, a Tele-Cine production, *Nor All Your Tears* will be made available to television stations nationally. Announcement was made by Patrick Michael Cunning, named drive chairman of television division by Bing Crosby, national chairman. Original story is based on script by Marcia Drake. Mr. Cunning is director-producer. Drive opens Nov. 22.

Raibourn Thinks That Television Will Prove Most Effective Advertising Form

PAUL RAIBOURN, president of Television Productions Inc., told a meeting of the AAAA in Los Angeles, Nov. 14, that television has a field in sponsored advertising that is as large as the dreams of its enthusiastic promoters.

"There is an immense amount of money—$3,000,000,000 per year—spent on services with which television will be competitive," he said. "This money is now put up about 50% by the public, 50% by sponsors.

"Although radio and sound broadcasting is a more inexpensive and faster growing advertising medium to reach the general public than any other, television can cost considerably more than radio sound broadcasting and still not exceed the costs to sponsors for the same effect obtained by magazines and newspapers, since it combines sight, as they do, with the attention value of sound and action, which they do not.

"Advertising experts estimate the ratio of television to radio all the way from three to ten times the selling value. In 1929 when radio sound broadcasting sets cost over $150 apiece, over 4,000,000 sets were sold, although at that time only $42,000,000 was spent on broadcasting operations and programs combined."

In conclusion, Mr. Raibourn demonstrated that "it costs the sponsor less than 0.2 cents to have a customer hear his message, interspersed with more interesting material, for one quarter of an hour." A comparable job in newspapers would cost 0.7 cents, in magazines 0.25 to 0.3 cents.

BEAUTY METHODS
Demonstrated on TV Show
By Chicago Store

BEHIND-THE-SCENES shots in a beauty parlor were televised this month in the first video program produced by The Fair Store, Chicago.

Hector Suyker, president of The Fair, said the store was experimenting with television to get experience in this type of merchandising and that plans are being made for expanded use of TV as the number of receiving sets increases.

The show, presented on WBKB Chicago at 3:45 p.m., promoted the Rose Laird line of cosmetics and brought a score of complimentary letters. Miss Laird, 79-year-old beauty expert, gave a demonstration on proper makeup and beauty care, using two teen-age girls as models. Scheduled to run 15 minutes, the show was allowed to run 12 minutes overtime.

While the program was The Fair's first major production, the store previously had sent slides of window and counter displays to WBKB for use as station breaks. There are approximately 400 video receiving sets within range of WBKB.

TV Programming

EXPERIENCE in the techniques of television program production is reviewed and evaluated by Richard Hubbell in his illustrated book, *Television Programming and Production* (Murray Hill Books, New York; $3). Mr. Hubbell says that "by analyzing the fundamental nature of television, by evaluating the progress made, and by suggesting practical ways in which the techniques of television may be improved" he has attempted to furnish a foundation on which broadcasters, advertising men, writers, directors, actors, designers, students, technicians, and radio, theatrical and motion-picture people may build their television plans and projects "more rapidly and astutely." Mr. Hubbell, production manager and television consultant of Crosley Corp., Broadcasting Division, is the author of *4000 Years of Television*. He was with WOR and WQXR New York for several years and was with the original television group at CBS for three years. He has been a television consultant for private clients and for magazines and advertising agencies, a motion-picture director, a magazine editor, and a writer and radio director for an advertising agency. He was coordinator of the first Television Seminar sponsored by Radio Executives Club of New York.

STUDIO of Dramatic Arts, New York has added a 16-week course in television acting, which started Nov. 7 under the direction of Dr. John Reich, professor at New York U. and former director at WCBW New York, CBS video station.

Washington, D. C., Pop. 817,000*
Buffalo, N. Y., Pop. 603,000*
Richmond, Va., Pop. ... 224,000*
Springfield, Mass., Pop. 150,100*
Canton, Ohio, Pop. 120,000*
Total 1,914,100
WOAI Daytime Primary Area
Pop. 1,916,500*
*Copr. 1945, Sales Management Survey of Buying Power; further reproduction not licensed.
The TEXAS STORY

A Far Cry!

Yes, it's a far cry from the tales of "wide open spaces" to the real Texas story!

For example, more Texans are creating wealth in WOAI's daytime primary area than the combined population of these key markets: Washington, D. C.; Buffalo, N. Y.; Richmond, Va.; Springfield, Mass., and Canton, Ohio.

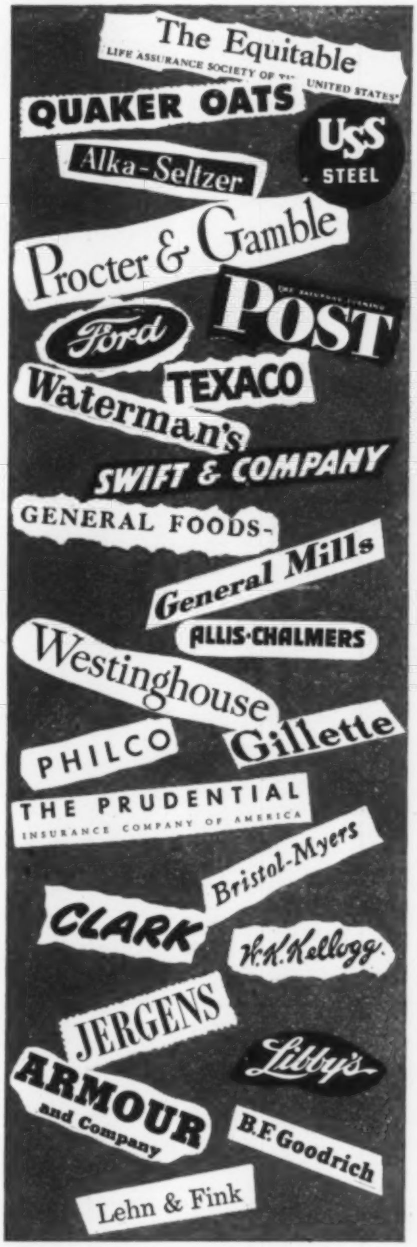
In this area—the Central and South Texas market—WOAI sells more merchandise to more people than any other station—at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI
San Antonio

Represented Nationally By
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest


The Equitable
LIFE ASSURANCE SOCIETY OF THE UNITED STATES
QUAKER OATS
USS STEEL
Alka-Seltzer
Procter & Gamble
Ford
POST
TEXACO
Waterman's
SWIFT & COMPANY
GENERAL FOODS
General Mills
ALLIS-CHALMERS
Westinghouse
PHILCO
Gillette
THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA
Bristol-Myers
CLARK
W.K. Kellogg
JERGENS
Libby's
ARMOUR and Company
B.F. Goodrich
Lehn & Fink

Even in this size space we can include only a part of our long-as-your-arm list of top-flight advertisers.

Meet Some Folks Who Are Having A

Good Time On The Air

You know a lot about the advertisers on this page.

But there's one thing about them that maybe you hadn't realized: these big names all have franchises on ABC. This just didn't *happen*, you know; there are good reasons for it.

One reason is that we were able to offer them good time periods—and at *low cost*... (Network A costs 43.7% more than ABC per evening half-hour; Network B costs 28.7% more.)

How To Get More—For Less

What does an advertiser get for his money on ABC?

First of all, he gets *good national coverage*. On ABC's 194 stations, the potential audience of 22 million* radio families have about 92% of all spendable income in the United States. These 22 million families, most of them located in highly concentrated areas, include practically every major buying market.

Thus, an advertiser can put his program on ABC at a good time... and for less money... and reach a rich, compact audience. This is why we honestly believe that an advertiser has greater opportunity to do outstandingly economical advertising on this network than on any other.

This opportunity is reflected in such ABC shows as *The Quiz Kids*, *Blind Date*, *Breakfast in Hollywood*, *Walter Winchell*, and *Counterspy*. They are prime examples of how an advertiser on ABC can get a high rating at reasonable cost. And there are plenty of others that an ABC representative can tell you about.

---

*This figure continues to climb with steadily improving station facilities.

7 reasons why ABC....
American Broadcasting Company
is attracting America's Leading Advertisers

1. **ECONOMICAL RATES**—Network A costs 43.7% more than ABC per evening half-hour, Network B costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**... who have 92% of the nation's spendable income.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** which builds bigger, more loyal audiences.
5. **GOOD WILL** through public service programs that give an unbiased, complete picture of vital issues.
6. **ENTHUSIASTIC COOPERATION** of the 194 member stations for the benefit of advertisers.
7. **PRACTICAL TELEVISION**—program building on an economical basis.

Measuring SOUND

In flight tests at Wright Aeronautical, a Western Electric sound analyzer is used to measure sound characteristics of the plane and locate major sound disturbances.

Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories —world's largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. During the war this company was the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment has been proved daily on land, at sea, in the air, under every extreme of climate. No other company supplied so much equipment of so many different kinds for military communications.

Western Electric

Today's world is a world of sound. How different it would be without the telephone, radio, public address systems, aids for the hard of hearing, talking pictures!

For many years, Bell Telephone Laboratories and Western Electric—working closely as research and manufacturing teammates—have led the way in building this world of sound.

In the course of their sound-transmission work, these teammates

Western Electric has specialized

AM • BROADCASTING • FM

TELEVISION

AVIATION RADIO

MARINE RADIO

or spreading it around

A powerful Western Electric public address system spreads sound evenly throughout New York's huge Madison Square Garden which seats more than 18,000 people.

equipment leads the way!

have also developed scientifically accurate instruments for *measuring* and *analyzing* sound and vibration. These instruments have many important uses today—will have still more tomorrow.

Through their lifetime of pioneering in this field, Bell Labs and Western Electric have gained a unique knowledge of sound and how to handle it. Count on them for the finest equipment for measuring sound or spreading it around!

Western Electric

Distributed by Graybar Electric Company

Buy all the Victory Bonds you can . . . and keep all you buy!

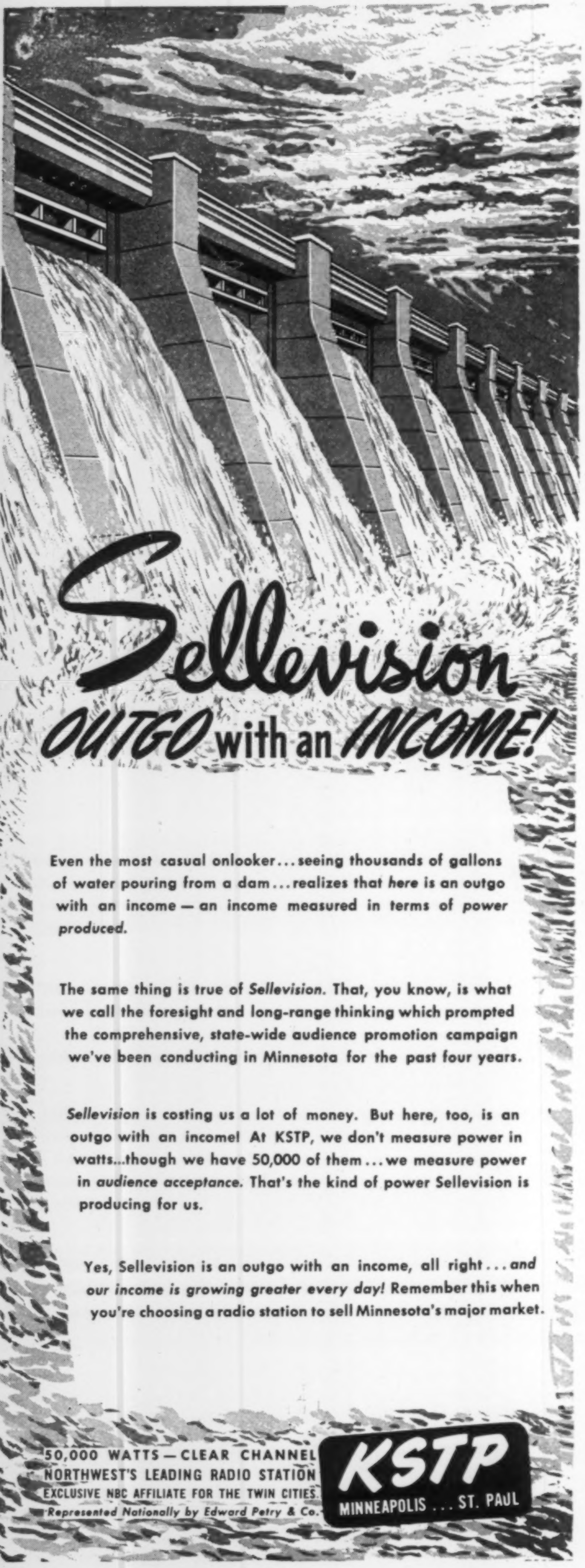
knowledge in all of these fields

MOBILE RADIO

HEARING AIDS

SOUND MOTION PICTURES

VACUUM TUBES



Even the most casual onlooker... seeing thousands of gallons of water pouring from a dam... realizes that *here* is an outgo with an income — an income measured in terms of *power produced.*

The same thing is true of *Sellevision.* That, you know, is what we call the foresight and long-range thinking which prompted the comprehensive, state-wide audience promotion campaign we've been conducting in Minnesota for the past four years.

Sellevision is costing us a lot of money. But here, too, is an outgo with an income! At KSTP, we don't measure power in watts...though we have 50,000 of them... we measure power in *audience acceptance.* That's the kind of power Sellevision is producing for us.

Yes, Sellevision is an outgo with an income, all right... *and our income is growing greater every day!* Remember this when you're choosing a radio station to sell Minnesota's major market.

50,000 WATTS — CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS ... ST. PAUL

On The Service Front

Hainline Acclaims Pacific Area Radio

JOE HAINLINE, NBC foreign correspondent, returned from the Pacific acclaiming the technical radio facilities throughout the area.

He said the *U. S. S. Iowa* carried a T. D. H. Cullins 3000 w transmitter so powerful that often commentators could broadcast direct to San Francisco from 100 miles off Tokyo instead of relaying first to Guam.

Mr. Hainline, who had been discharged from the Army in January 1945, when a gun went off in his face, affecting his ear drums, met his original Army outfit as they embarked at the dock in Tokyo. He had beat them by three weeks. Now that he has returned to the States he expects to work at WTAM Cleveland for six weeks and then join the newstaff of WRC Washington.

* * *

KTUL Old Home Week

IT WAS LIKE old home week at KTUL Tulsa when the station received transcriptions made by three ex-announcers now in service. Glenn Condon, KTUL news chief, cabled Sgt. Jack Morris of the AAF at Natal, S/Sgt. Eddie Neibling on Iwo Jima, and Marine Cpl. Eddie Lyons on Okinawa, asking each for a recording. They were played on *Oklahoma Salutes* program.

Each man reminisced about Tulsa, and described his surroundings in the far-off posts. There were also featured voices of other Tulsans in the area. After flying 100 miles to Recife, Brazil, for recording equipment, Sgt. Morris got unexpected leave and arrived in Tulsa with the recording. He's now on terminal leave, working at KTUL.

* * *

Bluejackets Permanent

STARTING about Dec. 1, the Great Lakes Bluejacket Choir becomes a permanent organization, made up of 40 Ship's Company men. Choir is heard on CBS, through WBBM facilities Sunday, 10:05-10:30 a.m. (CST). Although the first CBS Bluejacket Choir broadcast was in early 1942, personnel has changed continually each week, with men going to other Navy duty and being replaced by new recruits.

* * *

Radar Set Revealed

WAR DEPT. is now telling the story of the SCR-584, a highly improved radar set tried for the first time at Anzio, with outstandingly good results. The radar set not only searched out its target, but also tracked it down, and with the aid of proximity fuze projectiles, brought the Nazi planes to destruction. The SCR-584 is installed in a truck trailer which contains all the components but the power. Using a narrow band, approximately 20 degrees, the set can scan the sky completely in about one minute. The set was used for ground work, too, often detecting enemy patrols in the dark. It was used in many operations following its success at Anzio.

CHECKING SCRIPT for a show to go on WVTC Biak, of the AFRS Far Eastern Network, are (l to r): Pfc. Bertha Perkins; T/5 Ray Burke, former announcer with WDOD Chattanooga and WNOX Knoxville; and Sgt. Hallie Phillips, from WPTF Raleigh. All are stationed at the AFRS outlet in Netherlands West Indies.

* * *

AFRS Appointment

LT. JOHN V. ZUCKERMAN has been appointed acting chief of shortwave operations for AFRS, Los Angeles. Grace Clark, formerly of CBS Hollywood, has been named his assistant. Lt. Zuckerman succeeds Maj. Carter J. Hermann, who has been inactivated.

* * *

Penfield to USFET

LT. ADDISON P. PENFIELD, former announcer with WSB Atlanta, has been assigned to the radio section, Public Relations Division, U. S. Forces, European Theater headquarters working under Maj. Ted Steele, officer in charge.

* * *

AFN Shipboard Net

INAUGURATION of the shipboard "Stem to Stern" network started by AFN on troop ships sailing from Le Havre to this country has been a huge success, according to reactions of 5,500 GI's aboard the *S.S. Argentina*, first ship to try out program. Programs were conducted on board ship similar to those of the AFN overseas, furnishing troops with radio news and entertainment.

Network, which operates from noon to 8 p.m. daily, combining transcriptions, news, live talent shows, and roving interviews, was under direction of Cpl. Sig Smith, AFN sports announcer, who conducted program on its maiden voyage on the *Argentina*.

Highlight of the trip was a quiz

(*Continued on page 72*)

LET'S TALK TURKEY

. . . about tomorrow!

This is not just a picture of a boy back from the fighting front. This is an American youth in the process of reconversion.

And he's not alone!

Now that "atomized" Hiroshima and Nagasaki have become legend, all America has turned its efforts toward reconversion to peace time pursuits.

People are hungry for the products they were deprived of during the war years. And, industry is speeding forward with new methods, improved products and ever-better ways of meeting this demand.

New products, better products—require new and better methods of marketing, selling and distribution.

WSPD felt this quickening pulse and geared its facilities for your future needs.

WSPD, whose ability to "imagineer" lucrative sales campaigns as proved throughout its 24 years of operation, offers you a "bonus value" of over 2,000,000 listeners in the rich industrial market of Northwestern Ohio and Southern Michigan.

JUST ASK KATZ

WSPD

TOLEDO, OHIO

5,000 WATTS

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

STAR ATTRACTION!
Fulton Lewis, jr.
AMERICA'S NO. 1 COOPERATIVE PROGRAM

Fulton Lewis jr. enjoys "top billing" on a daily circuit of 184 stations. He combines good reporting with good showmanship to build an audience that believes in him and the scores of local advertisers he represents. If you're looking for a spot in one of the few cities in which Fulton Lewis jr. is still available—wire, phone or write at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

WALL IS BACK AT NBC IN FINANCE POSITION

CHARLES A. WALL, Col., AUS, has returned to NBC as administrative assistant to John H. MacDonald, vice-president in charge of finance, after an outstanding Army career. Mr. Wall was business manager of NBC's program department when he was ordered to active duty as a captain in May 1941. His new duties will include handling special financial, personnel and service assignments as well as assisting in supervision of the network's business operations.

Mr. Wall

In military service Col. Wall first served on Governor's Island, developing plans for the internal security of the New York area. After an assignment in the personnel division of the general staff in Washington, he was named assistant chief of staff, G-3, of the Amphibious Force, Atlantic Fleet, at Norfolk, serving there for 15 months.

Going overseas on special assignment in January 1944, Col. Wall landed on Omaha Beach, Normandy, on D-Day, with initial assault elements of the provisional engineer special brigade group. Regularly assigned to 12th Army Group headquarters, Col. Wall was G-3 liaison officer between that organization and other Allied armies through the France, Belgium, Luxembourg and German campaigns. Early this year he was made chief of the G-3 operations section of 12th Army Group headquarters in Germany.

Col. Wall holds the Legion of Merit, Bronze Star, American Defense Medal, American Theater Medal and the European Theater Medal with five battle stars and invasion arrowhead. He also has decorations from the British, French, Luxembourg and Belgian governments.

Dyke Brigadier General

KENNETH R. DYKE was promoted to brigadier general, as of Oct 26, the War Dept. announced last week. Before entering service, he was NBC advertising and promotion director. He is now chief of the Civil Information & Education Section with U. S. Forces in Japan. [BROADCASTING, Nov. 5].

Button to NBC

MAJ. ROBERT E. BUTTON, former assistant commercial program manager of the Blue network when it was a part of NBC in 1940, has rejoined NBC as assistant to Thomas McCray, eastern program manager. In 1939 he joined the NBC guest relations department and has been on military leave since 1941.

Pearl Bites Back

TWO years ago Bob Davis, NBC trade news editor, ate an oyster, bit into something hard, found it was a pearl and was gratified with his good fortune. Last week, Bob wound up a long series of dental treatments minus the tooth that bit the pearl, whose value, he says, was much less than the amount of the dentist's bill.

RUMPLE QUITS NAB FOR NBC RESEARCH

BARRY T. RUMPLE rejoined NBC last Wednesday after a four-month term as NAB research director (Closed Circuit Nov. 12). He became manager of the NBC research department under Hugh M. Beville Jr., who returned to NBC some weeks ago as director of research. Mr. Rumple takes the post he held before joining NAB last summer. At NBC he will be directly responsible for all research department operations.

Mr. Rumple

On leaving NAB Mr. Rumple expressed his regret that he could not remain with the association. He was unable to find a place to live within commuting distance of Washington.

He first joined NBC in 1930 as a statistical clerk, being sent to Chicago in 1934 to organize and supervise a branch of the network's statistical department. In September 1936 he returned to New York to become assistant chief statistician and later chief statistician under Mr. Beville. When the latter joined the Army in 1942 he was named research manager. He is a graduate of Rutgers U. where he majored in economics and statistics.

Rocky Mountain Council Reports on Year's Work

ROCKY MOUNTAIN Radio Council, Denver, broadcast 419 programs for 19 educational and civic organizations in the year ended July 31, 1945, according to a summary booklet submitted by Council Director Robert B. Hudson to officers and members.

Eighteen stations carried Council broadcasts, which altogether totaled 2,139—or 553 hours 10 minutes of broadcast time. Council membership includes colleges, universities, women's groups, library organizations, medical society, and farm groups. Besides planning and producing programs in cooperation with member agencies, the Council aided other organizations in preparing material for broadcast.

A Revolutionary

NEW CIRCUIT for

FM BROADCAST TRANSMITTERS

is here!

Telephone your G-E broadcast sales engineer at once for the most significant news in broadcasting since the introduction of crystal control.

W. C. JAEGER
Boston, Mass.
140 Federal St.

H. L. PERDIUE
New York City, N. Y.
570 Lexington Ave.

J. E. HOGG
Seattle, Wash.
710 Second Avenue

J. D. COMER
Atlanta, Ga.
187 Spring St., N. W.

F. R. WALKER
Cleveland, Ohio
4966 Woodland Ave.

M. L. PRESCOTT
Washington, D. C.
806-15th St., N. W.

G. P. FOSTER
Kansas City, Mo.
106 W. 14th Street

F. P. BARNES
San Francisco, Calif.
235 Montgomery St.

S. W. POZGAY
Chicago, Ill.
840 So. Canal St.

F. D. MORTON
Denver, Colorado
650-17th Street

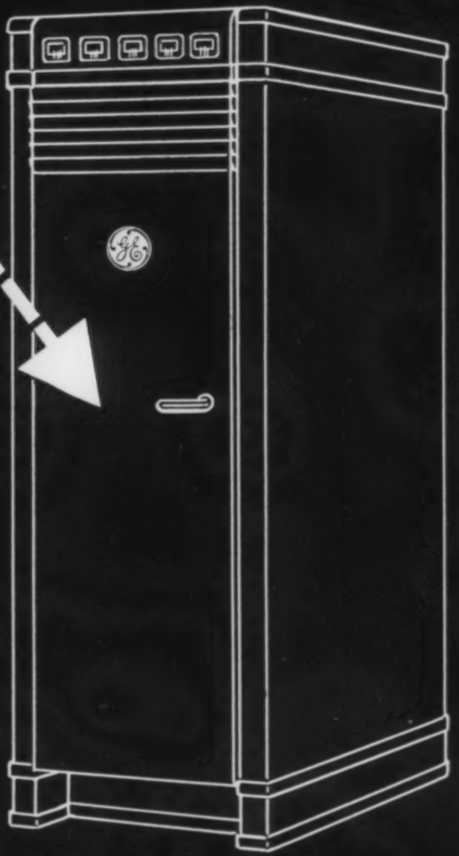
C. G. PIERCE
Los Angeles, Calif.
212 N. Vignes St.

J. H. DOUGLAS
Dallas, Texas
1801 N. Lamar St.

Other offices are located in all principal cities

GENERAL ELECTRIC

160-D10-6914



Engineer Finds Magnetophon Superior

German Recorder Combines Economy, High Fidelity, Compactness

By DON V. R. DRENNER
Chief engineer for AFN and Radio Luxembourg

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BROADCASTING'S first story on the Magnetophon appeared Sept. 3, datelined Berlin. Since then, a few of the machines have been brought to this country where they are being examined by the Signal Corps and the Dept. of Commerce. The accompanying exclusive story is by DON DRENNER who worked with the Magnetophon in Europe. Mr. Drenner has an interesting background. He started at KGGF Coffeyville, Kans. Beginning in 1941 when he enlisted in the RAF as radar engineer, his accomplishments have included: running a studio for BBC, chief engineer for AFN, chief engineer on construction work with ABSIE with OWI, chief engineer for Radio Luxembourg, chief technical officer to SHAEF Mission to Netherlands. He has erected the transmitters at Cherbourg, Frankfort, and supervised construction of transmitters throughout Europe. Discharged from the service, he is back at KGGF, announcing, engineering, "writing a couple of novels, publishing some poetry, and trying to finish a symphony started overseas."

TO THE BROADCASTER, one of the most intriguing inventions to come out of the war was the German Magnetophon. To be accurate, this device came before the war, although its applications in Germany were divided between the Reichsrundfunk (RRG) and the military services, both ground and air.

The earliest commercial reference to the Magnetophon I have found is an announcement by AEG (the German General Electric Co.) dated October 1938, but I have been informed that Dr. von Braunmühl, the chief of the RRG central technical bureau, and AEG, were working on this device four to five years earlier.

BBC's Similar Unit

At this same time, the BBC and Marconi Ltd. were perfecting a similar machine, using a magnetic tape for recording. The BBC machine, now in use at Broadcasting House, utilizes a steel tape wound on drums about 24" in diameter, and fed through three heads, in the same manner as the Magnetophon. The BBC device, however, is large, tape breakage necessitates a welded repair, and a complex Thyatron motor control system is used to maintain constant tape speed. The whole device is almost the size of an upright piano: the Magnetophon is not much larger than a modern console-type radio.

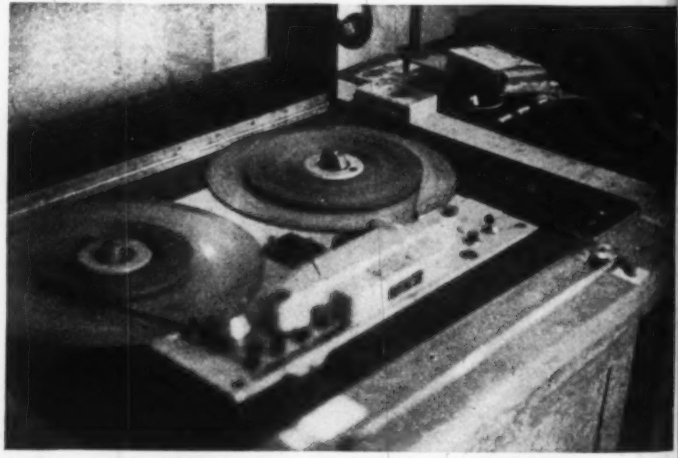
Principal of operation of the Magnetophon is the same as the wire recorder. The difference, and of particular interest, is that the Magnetophon gives high fidelity, noiseless, life-like reproduction of speech and music. Tape breakage is rare, and splices are inaudible. The tapes can be reused thousands of times, easily stored and classified, occupy little space; they can be easily edited and spliced for program building, and two machines can give continuous programming. (Average tape time is about 22 minutes, although as much as 28 minutes can be crowded on, but is not advisable due to "drag" on the motors.)

The Magnetophon tape is an Acetylcellulose tape, 40 microns thick, 6.5 mm wide, impregnated with pulverized iron oxide. This applies to the latest, or Type L, tape. The earlier Type C tape was thicker, and the oxide was applied to one side of the tape to a thickness of 15 microns. The frequency response of the C tape was above 9 kc, and limited in most models (such as the portable), to 6 kc. The L tape extends above 10 kc, with the latest model machines giving a response from 30/50- to 10,000 cycles, 5% distortion (max.), with a quality notwithstanding the good frequency response, that makes the listener think he is standing beside the speaker or is present in the concert hall.

It is known that the majority of RRG programs were recorded on Magnetophon tape and then played on the RRG senders, during the entire war; an obvious security measure, but one which, even to the best ear, went undetected.

Functions of Magnets

The tape is fed over three "heads", or magnets. The first head performs the pre-magnetizing. In the earlier models, and in the current portables, this pre-magnetizing was done at D.C. potentials. (One exception to this is the small air-borne model for use in bombers, which utilizes a high-frequency oscillator, as in the latest large models.) According to current theory, this premagnetizing arranges the molecules of iron in a certain pattern.



MAGNETOPHON in operation (r), with the tape about two-thirds played. It is winding on the left hand plate. Below (1), machine in foreground was used for sign-on and station breaks at Radio Frankfurt. Picture at lower right shows the two Magnetophons installed at Frankfort. The U. S. Army sergeant was formerly with George Davis, Washington engineer.

The second head is for recording. In both the D.C. and the later high-frequency models, this head is of circular laminations of high-permability high-frequency steel, with dual winding cross-connected to cancel stray currents. In the D.C. model the magnetizing source is a medium voltage (about 80 v.) supplied from a small power supply, and the recording current about 1.2 MA supplied by the recording amplifier. In the A.C., or high-frequency, model, the pre-magnetizing source is fed at 40 kc, at about 12 MA, and the recording current remains 1.2 MA, superimposed on an alternating current provided by an oscillator at 80 kc. Hysterisis losses are less, and the response is much improved with the high-frequency method.

Play-Back Head

The third head is the play-back head, and is similar in construction to the recording head in that it is also of circular laminated steel possessing the same high-frequency characteristics, and two windings. The electrical characteristics differ, however, and the output voltage from this head is much greater than the recording head.

In earlier models the three heads were arranged in a circle, and the selection of which head was brought to bear upon the tape was controlled by the selection of the appropriate action, "recording" "playback," etc. In later models the three heads are "in line" and the tape runs over their faces at all times. This increases the wear on all heads, two of which are obvi-

(Continued on Page 84)

harvest time

is "cash-in-the-hand" time

Now is the time to sell in the heart of the corn belt

kglo MASON CITY, IA. and WTAD QUINCY, ILLINOIS

Lee STATIONS

4 GOOD REASONS for using Lee Stations

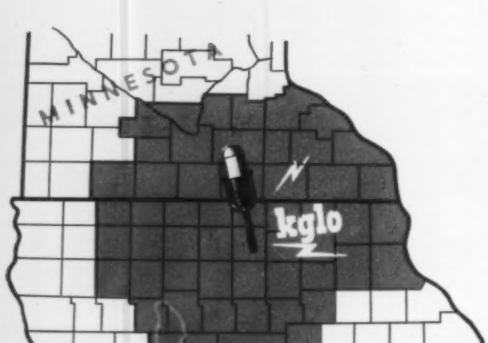
1 **SPENDABLE INCOMES ARE HIGH** . . . With larger crops bringing higher prices and industries employing thousands, the listeners have greater "buying power". There have been no reconversion problems facing the food producing and processing industries in this area.

2 **DOMINANT STATION IN THE MARKET** . . . Both KGLO in Mason City and WTAD in Quincy have top dial preference among listeners in their areas according to recent independent surveys.

3 **THE RIGHT MARKET FOR THE PRODUCT** . . . The listeners served by KGLO, Mason City and WTAD, Quincy, Illinois are about half urban and half rural families. Home ownership is at an all-time "high".

4 **STATION COOPERATION** is available to every advertiser. This includes personal calls and letters to dealers, newspaper publicity and care in handling the account to make sure that every advertiser gets his "money's worth".

Lee Stations . . . *the right stations for Sales Action*



kglo market data

MASON CITY, IOWA
1300 K. C. 5,000 Watts

COVERAGE — 57 counties in the "Heartland" area of Iowa and Minnesota are served by KGLO. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

POPULATION — 1,321,853, 1940 U. S. Census. 293,080 Radio Homes.

RETAIL SALES — $634,828,000 in 1944 (Sales Management estimate).

FARMING — More hogs were raised in this station's Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers' cash incomes up to an all-time record. Farmers are working and spending towards even greater production during 1946.

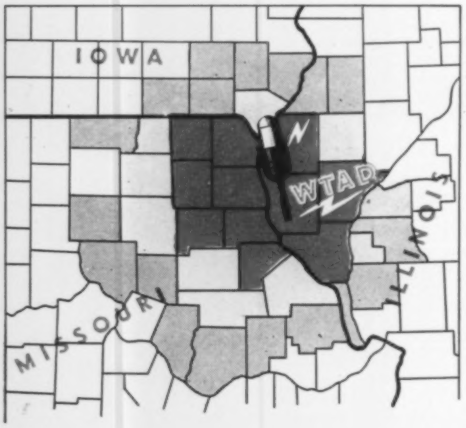
INDUSTRY — Six big modern meat packing plants, corn processing, soybean and sugar beet factories keep industrial payrolls high.

F. C. EIGHMEY, General Manager

NATIONAL REPRESENTATIVES — Weed & Company
New York, Chicago, Detroit, San Francisco, Boston, Hollywood

WTAD market data

QUINCY, ILLINOIS
930 K. C. 1,000 Watts



COVERAGE — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri and Keokuk, Iowa.

POPULATION — 772,431, 1940 U. S. Census. 186,060 Radio Homes.

RETAIL SALES — $262,780,000 in 1944 (Sales Management estimate).

FARMING — This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U. S.

INDUSTRY — Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCHILD, General Manager

NATIONAL REPRESENTATIVES — The Katz Agency
New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco

WICKOFF REELECTED BY ELECTRICAL ASSN.

I. WALTER WICKOFF of Pilot Radio Corp. was reelected president of Electrical Manufacturers Assn., trade organization of manufacturers of radio sets, parts and electronic equipment in the New York metropolitan area, at its annual meeting last week. Arthur Freed, Freed Radio Corp. and A. P. Hirsch, Micamold Radio Corp., were elected vice-presidents; I. A. Mitchell, United Transformer Corp., secretary and S. J. Novick, Electronics Corp. of America, treasurer.

In addition, the association's board of directors included: Paul Hetenyi, Solar Mfg. Corp.; Nathan Kurman, Kurman Electric Co.; D. H. Engelson, Federal Mfg. & Engineering Co.; Charles Burnell, Clarostat Mfg. Co.; J. M. Marks, Fada Radio & Electric Co. Inc.; David Wald, United Scientific Labs.; Max Weintraub, Garod Radio Corp.; Lloyd Hammarlund, Hammarlund Mfg. Co.; Meyer N. Leibowitz, Adams Labs.

Moses Shapiro, attorney and labor relations consultant, was appointed general counsel of EMA to handle all labor relations problems affecting the association and its members.

CEREMONY symbolizing official separation of KOMO and KJR, Seattle stations, is directed by (l to r) O. W. Fisher, president of Fisher's Blend Station Inc., operator of KOMO; Miss Marion Bush, his secretary; Miss Jean Wylie, secretary of Birt F. Fisher (r), new owner and manager of KJR. Birt F. Fisher has been secretary-manager of KOMO for 19 years and secretary-manager of KJR for 12. Fishers are not related.

COLTON, FOSS OPEN ENGINEERING FIRM

NEW engineering firm, Colton & Foss, has been organized by Maj. Gen. Roger B. Colton and William L. Foss with offices on fourth floor of Carry Bldg., 15th & K Northwest, Washington.

Gen. Colton's retirement is in process after 35 years service in the Signal Corps. For the last two years he had been chief of research and development. Previously he had been acting chief signal officer. Last January he was transferred to Air Forces as electronics officer.

Mr. Foss was a consulting engineer up to 1941 when he became chief of the international division, Army and Navy Electronic Production Agency. He was transferred to Air Forces in 1943, becoming chief of program control, Division of Air Communications Office. He joined RFC Electronics Division Sept. 18.

SEPARATION OF KJR AND KOMO EFFECTED

SEPARATION of KOMO and KJR, Seattle stations, became official Nov. 1.

Birt F. Fisher, for 19 years secretary-manager of KOMO and for 12 years secretary-manager of KJR, is now sole owner and manager of KJR. Both stations formerly were owned by Fisher's Blend Station Inc., headed by O. W. Fisher [BROADCASTING, Dec. 11, 1944; Oct. 15, 1945]. Mr. Birt Fisher exchanged his one-third interest in both stations for control of KJR, no money being involved in the transaction.

Associated with him in operation of KJR will be Arthur E. Gerbel Jr., commercial manager, who has had 10 years' executive experience with him in Seattle radio; Homer Pope, program director, who has been engaged in radio production and operation in Seattle for 18 years; Bill Moshier, agricultural director, widely known as a radio farm editor.

The two stations will continue to share studios until materials and equipment are available for KOMO to establish separate headquarters.

Bert Pearl
AND THE HAPPY GANG
Sign with
Carter!

STAND BY AMERICA!

Here it is, Canada's Top Show

As appealing as tomorrow's breakfast—now holding a top day-time national rating of 14.2 over such big American shows as 'Big Sister', 'Ma Perkins', 'Road of Life', 'Breakfast Club'—etc. Yes! above them all (see Oct. 15th "BROADCASTING" page 30), and it's now available on Transcription for American sponsors who want action.

Now in its 6th year coast-to-coast—Monday through Friday—for Colgate-Palmolive-Peet Co. Get the facts on this famous group of Happy-Go-Lucky entertainers from Garry Carter of Frontenac, Canada's most progressive Radio Advertising Agency.

FRONTENAC BROADCASTING AGENCY
EXECUTIVE OFFICES 394 BAY ST. TORONTO CANADA

A SIMPLE STATEMENT

That means so much!

Talent PLUS *Showmanship*

- FREDDY MARTIN
  DUKE ELLINGTON
  HAL McINTYRE
  RAY NOBLE
  JACK TEAGARDEN
  JOE REICHMAN
  BOYD RAEBURN
  SHORTY SHEROCK
  BILLY MILLS
- DAVE ROSE
  PAUL BARON
  ALBERT SACK
  CLAUDE SWEETEN
- DENNIS DAY
  CASS DALEY
  JACK SMITH
  CURT MASSEY
  NORA MARTIN
  JIMMIE NEWILL
- SPIKE JONES
  DINNING SISTERS
  KING'S MEN
  DON COSSACK CHORUS
- *AND MANY MORE*

MORE
STATIONS USE THE
STANDARD LIBRARY

. . . than any other!

★

✓ FOR *FM* OR *AM*
it's Showmanship
THAT COUNTS

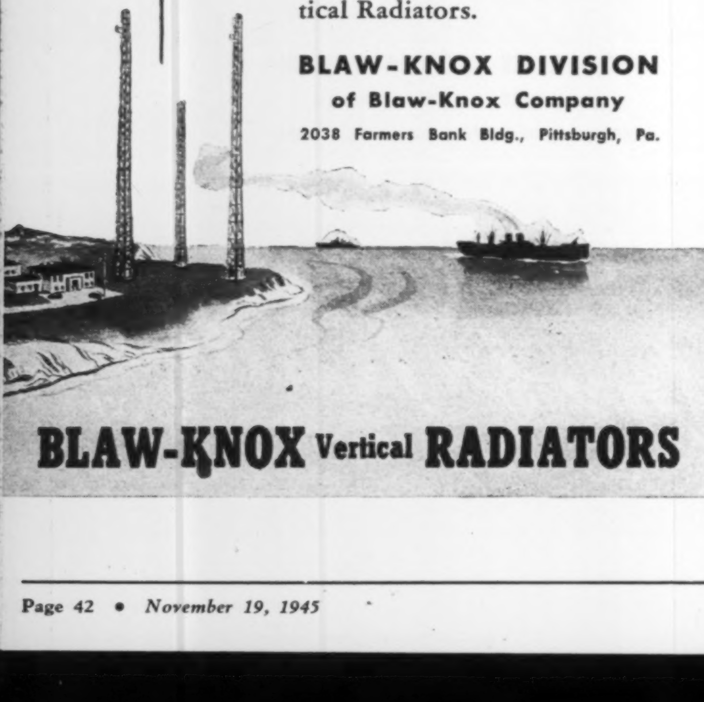
Standard Radio
HOLLYWOOD • CHICAGO • NEW YORK • DALLAS

BLAW-KNOX *puts through the Call!*

There are a hundred-and-one pieces of apparatus necessary to electronic operation but, finally the voice or picture goes out into space *via the antenna.*

Whether it's FM, Television or VHF you can be sure of getting the most out of your power and equipment by "Putting the Call Through" on Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Bldg., Pittsburgh, Pa.



BLAW-KNOX Vertical RADIATORS

New York Broadcasters Oppose Clearance Group

DECISION not to replace the OWI regional setup in New York but rather for each station to handle individually requests for time from Government agencies and other public groups was reached Monday at a meeting of New York station executives, called by Arthur Hull Hayes, general manager of WABC and former OWI regional consultant. Feeling was that since the war's end there is less pressure for time and it seemed desirable for stations to make their own decisions on requests rather than to continue the wartime allocation setup.

Morris Novik, director of WNYC, municipal station, was named interim head of the group, with the responsibility of calling another meeting in two months for further discussions. Wartime New York City Radio Committee, which Mr. Novik headed, no longer functions. Attending last week's meeting, in addition to Messrs. Hayes and Novik, were: Mrs. Eleanor Sanger, WQXR; Henry Greenfield, WEVD; Ted Cott, WNEW; Robert E. Button, NBC; Paul Killiam, WOR; Leon Goldstein, WMCA.

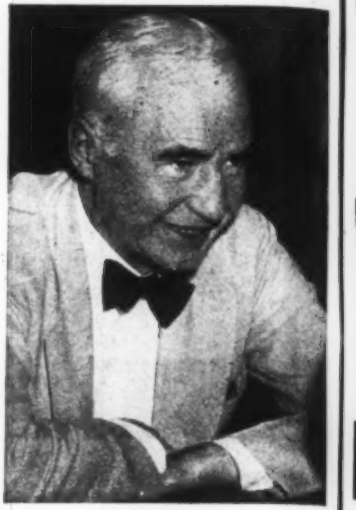
ECA Employment

ELECTRONIC Corp. of America, New York, is now operating at 100% normal employment level, according to Samuel J. Novick, company president, in a report to ECA's labor-management committee. By being prepared for production of items made from noncritical materials, the company was able to go immediately into new production with a minimum of layoffs. Even the small number of employes laid off have been recalled, and the plant is on full scale production and employment.

Canadian Meeting

MEETING was held recently at Toronto of the programming, technical and commercial staff of stations operated by Northern Broadcasting & Publishing Co., CKGB Timmins, CFCH North Bay, CJKL Kirkland Lake, CKWS Kingston, CHEX Peterborough. The meeting dealt mainly with power increases, programming ideas, news, religious and educational broadcasts, sponsored shows, and public service. Roy H. Thomson president of Northern Broadcasting & Publishing, S. F. Chapman, sec.-treas. Managers — Harvey Freeman, CKGB; Clair Chambers, CJKL; Roy Hoff, CKWS; Cliff Pickrem, CFCH; Hal Cooke, CHEX. Program directors—Bob Hart, CKGB; Jas. Kirkpatrick, CJKL; Phil Clayton, CFCH; Karl Monk, CHEX; Charles Millar, CKWS. Commercial managers—Claude Irvine, CKGB; Harry Edgar, CKWS; Keith Packer, CFCH; Chet Sutherland, CJKL; El Jones, CHEX. Jack Davidson, supervisor of stations, was chairman.

DAVIS TO DO SERIES FOR AMERICAN NET



MR. DAVIS

ELMER DAVIS, former director of the Office of War Information, will return to his prewar profession of radio commentator Dec. 2, when he starts a thrice-weekly series of news analyses on American. He will broadcast Sunday, 3-3:15 p.m., and Tuesday and Thursdays, 8:15-8:30 p.m. Programs will be presented as sustaining broadcasts at first, but Mr. Davis is being offered to advertisers at a fee of $1,500 for one broadcast a week, $2,500 for two and $3,000 for all three. The combination rates apply only if the same advertiser sponsors all three broadcasts.

MUTUAL ADDS MORE NEWSMEN TO STAFF

MILTON BURGH, recently discharged after three years of Army duty, has joined the New York news staff of Mutual, working in an executive capacity under A. A. Schechter, director of news and special events, whom he served as news editor at NBC before the war. Jack Fern, lately a captain in the AAF, and formerly with the NBC news and special events staff and with KOA Denver and WTAM Cleveland, has been appointed director of news and special events for Mutual in San Francisco.

Albert L. Warner heads the Mutual news and special events staff in Washington. Additional space has been made available for the network's newsroom in that city. William Hillman, news commentator; Jack Paige and Karl Bates, Presidential announcer, complete the Washington roster.

Of the overseas staff, Jack Mahon and Bob Brumby, both lately back from Tokyo, are awaiting reassignments in New York. Arthur Mann, in charge of Mutual's London office for eight years, will soon return to the States for discussions of future European operations.

15 BILLION DOLLARS

Earmarked for Automobiles!

DETROIT FIRMS BUILD

96% OF ALL

PASSENGER CARS MADE!

The hundreds of thousands of well paying jobs which the production of *15 million new cars* creates is but one of the factors that make Detroit America's number one market for the sales manager. Virtual insurance of good jobs for a long time to come, backed by *more than THREE AND ONE-HALF BILLION DOLLARS* in bank savings and War Bonds! That makes a market indeed!

Still more, the building industry is just getting started on the greatest construction program in the city's history. In addition to tremendous industrial construction, authorities have estimated that Detroit will need *30,000 new homes each year for ten years!* Think what that will mean for furniture, appliances, heating equipment, radios, rugs, carpeting — for all sorts of goods for the home!

In this great market WWJ has been the preferred radio station for more than twenty-five years!

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

A BUYING POWER BACKLOG OF MORE THAN $6,500 FOR EVERY DETROIT FAMILY

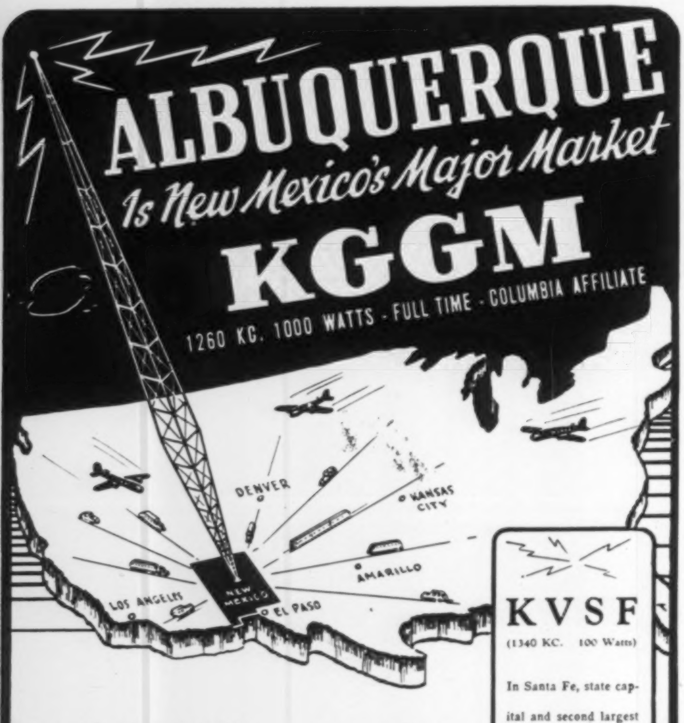
According to the Federal Reserve Bank of Chicago report, savings deposits in Detroit banks totalled $765,000,000 on September 30, 1945. And a report from the Detroit office of the U. S. Treasury Department stated that the purchases of War Bonds through August 31, in Wayne County (which is largely Detroit) totalled $2,797,000,000. This makes a tidy sum of $3,562,000,000 in *ready money* — an average of more than $6,500 for every family in Wayne County!

Communication Rights

POLICIES adopted at the 32nd National Foreign Trade Convention, sponsored by the National Foreign Trade Council, New York, at Waldorf Astoria Hotel on Nov. 12, 13 and 14, included the recommendation that "American communication companies have the right, equally with the communication companies or administrations of any other country, to establish communication facilities with any country. And that rates and routings in the international field which discriminate against American users of international communications be eliminated."

JOINT BROADCAST in observance of National Radio Week was presented by managers of the five Denver stations, who accepted Radio Manufacturers Assn. awards and spoke on aims of broadcasters. Colorado Governor John C. Vivian (l) made presentations to (l to r) Lloyd Yoder, KOA; Duncan Pyle, KVOD; Al Meyer, KMYR; Eugene P. O'Fallon, KFEL; Hugh Terry, KLZ.

ALBUQUERQUE
Is New Mexico's Major Market
KGGM
1260 KC. 1000 WATTS - FULL TIME - COLUMBIA AFFILIATE



KVSF
(1340 KC. 100 Watts)

In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

POPULATION* 73,327
14⅓% OF TOTAL STATE POPULATION
BUYING POWER** . $90,265
27¼% OF TOTAL STATE INCOME
RETAIL SALES** . . $40,580
22$\frac{8}{10}$% OF TOTAL STATE RETAIL SALES

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

STRATEGICALLY LOCATED . . . AT THE CROSSROADS OF THE ENTIRE SOUTHWEST . . . ALBUQUERQUE IS THE MAJOR AIR, HIGHWAY AND RAIL CENTER, AS WELL AS THE GREAT WHOLESALE CENTER BETWEEN KANSAS CITY AND LOS ANGELES AND BETWEEN DENVER AND EL PASO.

REPRESENTED NATIONALLY
BY

TAYLOR - HOWE - SNOWDEN
RADIO SALES

NEW YORK CHICAGO DALLAS AMARILLO

OFLC CALLS MEETING ON SURPLUS ABROAD

TO DETERMINE the extent to which American companies are interested in acquiring fixed communications installations in Italy, declared surplus, for use abroad, the Office of the Foreign Liquidation Commissioner will hold a meeting Nov. 26, in Room 5127 B, New War Dept. building, 21st and Virginia Avenue, N. W., Washington, D. C.

The installations are largely telephone, telegraph and airway and will be sold only to companies operating abroad, as the law prohibits importation of surpluses into this country. OFLC said there may be "some" Signal Corps transmitters among the surplus equipment but emphasized that unless buyers are actually interested in setting up a radio station in Italy there would be no point in attending the meeting.

Firms desirous of attending should advise the office of George P. Adair, chief engineer of the FCC, Washington 25, D. C., (telephone Executive 3620, branch 145) as soon as possible.

Art by Radio

NEW RADIO and television installations are included among plans for proposed $10,000,000 diamond jubilee building program for New York Metropolitan Museum of Art. By means of a broadcasting and television studio which museum officials hope to have installed in upper floor of new auditorium, Metropolitan's art exhibits may be broadcast into every home in the future.

Porter Meets Press

WHEN Paul A. Porter, FCC chairman, faced a battery of five newsmen Nov. 9 on the Mutual *Meet the Press* program, it was his first "press conference" since he assumed office nearly a year ago. When Mr. Porter was sworn in, he said he would have press conferences only when occasions warranted. He has never called one.

WOL PRESENTS 'LIVE' NEWS QUOTATIONS

DIRECT statements rather than news quotations were presented by WOL Washington on the General Electric *Voice of Washington* newscast, 11 p.m. last Tuesday. Al Warner, chief of the WOL news bureau, said station plans to do more "direct reporting". Reactions of three Senators and three Representatives to Prime Minister Clement Attlee's speech before a joint session of Congress (carried by all networks) were recorded from the House radio gallery immediately after adjournment and aired on the *Voice of Washington.*

Heard were Sens. Wiley (R-Wis.), Hill (D-Ala.) and Austin (R-Vt.), members of Senate Foreign Relations Committee, and Reps. Gordon (D-Ill.), Wadsworth (R-N.Y.) and Edith Nourse Rogers (R-Mass.) of the House Foreign Affairs Committee.

Following the Congressional reaction quotes, WOL presented direct wire-recorded statements by J. B. Derrick, president of the Maryland-Virginia Milk Producers Assn., and John F. Gismond, Office of Price Administration milk price director, on Washington's milk shortage during *District Assignment*, public service newscast conducted by Lou Brott.

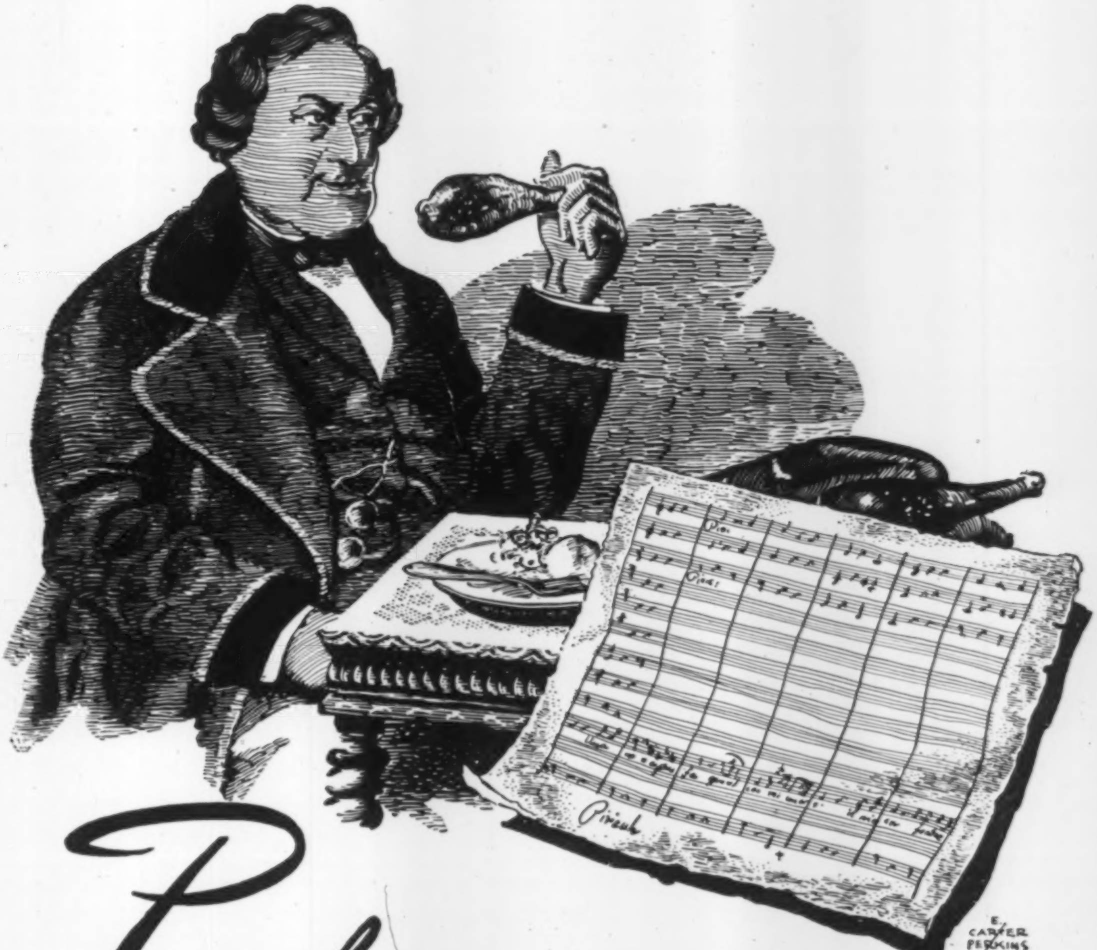
WMAL Spot Coverage Of Pearl Harbor Probe

SPECIAL COVERAGE of the Pearl Harbor Congressional Investigation has been arranged by WMAL Washington, American affiliate. Station has set up broadcast facilities in an office near the caucus room in the Senate Office Bldg., from which American news reporters and commentators may broadcast hour-by-hour developments of the investigation, started last Friday.

Newsmen stationed there handle pickups on regularly scheduled news programs and also interrupt with bulletins when the situation warrants. Service is used by both WMAL and the network. John Edwards is handling the bulk of investigation news, with David Wills, Martin Agronsky and Earl Godwin also participating.

Air Freedom Forum

FINAL lineup of participants in *American Forum of the Air* debate Dec. 4 on "How Can We Keep Radio Free?" are FCC Commissioner Clifford Durr; Elmer A. Benson, executive chairman, National Citizens PAC; Sidney M. Kaye, BMI general counsel; and A. D. (Jess) Willard Jr., NAB executive vice-president. Program, to be broadcast before expected audience of 12,000 at St. Paul Auditorium, will climax celebration of 25th anniversary of radio. Session is being conducted jointly by NAB and St. Paul Institute.



Proof OF THE PUDDING

Rossini, the gourmet is not as well known as Rossini, the composer of "The Barber of Seville," although biographers tell us that it was this musician's daily habit to create new dishes as well as new operas. His affection for the knife and fork closely rivalled his skill with the baton. On one occasion he exclaimed, "A disappointing fowl is the turkey! It is too big for one person to dine on, yet not big enough for two."

If you, like Rossini, seek "just the right size," WCBM and Baltimore are sure to interest you. This station has consistently proved its ability to cover the Baltimore market completely, without waste. This is due to a local habit as strong and as regular as Rossini's, for time buyers have learned from profit-yielding experience that WCBM is "Baltimore's Listening Habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer *President*	**Free & Peters, Inc.** *Exclusive National Representatives*	**George H. Roeder** *General Manager*

Stations Eligible for CAB

INDIVIDUAL stations are now eligible for membership in the Cooperative Analysis of Broadcasting, which already includes advertisers, agencies, national and regional networks, station representatives, program producers, talent bureaus, membership associations, educational institutions and foreign concerns, A. W. Lehman, CAB president, announced last week. Board voted to admit stations, Mr. Lehman said, following the introduction of the CAB city reports, which cover bi-monthly some 275 to 300 stations in the 81 cities in which the CAB conducts regular surveys of listening.

Muir Drug Chain Plans Radio Spots As Basis for 1946 Merchandising Drive

MUIR Cut Rate Drugs, operating a retail drug chain in Michigan, Ohio, Indiana and Wisconsin, has worked out for 1946 a complete "merchandising package" based on radio co-op advertising.

Officials said results already indicate sales increases up to 86% in Muir stores alone, discounting increased distribution and sales of co-op items among the approximately 3,238 drug stores in the area covered by Muir radio advertising.

Spots are used exclusively, selected in relation to programs of preferred audience, and are aired daytime and evening, Monday through Saturday. Live announcements primarily are used, with occasional short transcriptions.

Store identification with the spots is given in the introductory musical theme "The Campbells Are Coming" which provides continuity with Muir's newspaper advertising logotype and displays: "At the Sign of the Thrifty Scot".

Boyce K. Muir, president of the firm, said the merchandising package plan was worked out in the belief that "really progressive and cooperative merchandising, selling and advertising" are necessary to replace the sales impetus of the war boom days. The plan, it was pointed out, is based on the already established radio response combined with tie-ins of supporting newspaper, window and counter displays, and direct sales promotion.

Wallace-Lindeman Inc., Grand Rapids, is advertising agency for Muir. Stations using Muir spots include:

WHBY WELL WHIO WING
WGBF WEOA WKBZ WIBM
WKZO WKMO WASK WJIM
WOMT WLBC WOOD WHLS
WKBV WSAM WHBL WIZE
WPAG WFIN WOSH.

LOVE IS APPOINTED TO POST WITH WWJ

E. J. (Dick) LOVE, retired from the AAF as a major, has been appointed technical director of the combined interests of WWJ Detroit, a new post. General Manager Harry Bannister, announcing the appointment, said the research, construction and engineering problems involved in operation of WWJ and WENA (FM), and the contemplated television outlet require one over-all head of the three technical staffs.

Mr. Love

Mr. Love, a native of Pittsburgh, was educated at Carnegie Tech, and opened his own radio sales and service business at Etna, Pa. In 1937 he joined Tydings Co. as a field man, selling radio transmission equipment. Joining the AAF as a first lieutenant in 1942, he was assigned to the Office of the Director of Communications, Washington, working primarily on electronics projects. One of his major assignments was as representative of the Air Forces in combined conferences with representatives of other branches of the American and Allied armies and navies.

CHAS. BASKERVILLE NEW HEAD OF WFLA

CHARLES G. BASKERVILLE, 39, just retired as lieutenant commander after three and a half years in the Navy, has been appointed manager of WFLA Tampa, Fla., succeeding Walter Tison, who resigned to purchase an interest in WBRC Birmingham [BROADCASTING, Oct. 22].

Mr. Baskerville

Entering radio in 1930 with WDAE, Tampa, Mr. Baskerville later transferred to WFLA, then owned by Florida West Coast Broadcasting Co. In 1936 he joined the Tribune Co., present owners of WFLA, as assistant to Truman Green, officer in charge of the company's radio operations.

During the war Mr. Baskerville served in the New York Office of Censorship and saw service in the Pacific on the staff of Adm. Nimitz in Guam and Japan. The Tribune Co. was one of the first 64 applicants granted FM construction permits late last month [BROADCASTING, Oct. 29].

CANADIAN STATIONS CAPAC PAYMENT SET

CANADIAN RADIO stations will be asked to pay in 1946 $140,728 to the Composers, Authors and Publishers Assn. of Canada Ltd., plus 2% on total commercial broadcasting revenue according to tariffs filed with the Dept. of Secretary of States for Canada at Ottawa. BMI Canada Ltd., has filed for a quarter of these fees, or at the wartime rate of one cent per licensed set if CAPAC receives eight cents per licensed set by the Canadian Copyright Appeal Board. Sum set by CAPAC is based on the wartime rate of eight cents for each of the 1,759,100 licensed radio receivers in Canada.

In addition to the $140,728 CAPAC has usually filed for, it has also filed for a tariff of 2% from "the sale of broadcasting facilities" by persons, firms or corporations operating one or more radio stations. Formerly CAPAC had endeavored to get an increase in rate to 14 cents per licensed receiver, but this has not been granted in the past, and now a new attempt is being made through a tariff based on commercial time sold.

Hearings will be held by the Canadian Copyright Appeal Board at Ottawa sometime next month or early January, after appeals have been registered with the Board.

WFIL Philadelphia has purchased more than 200 acres near one of the local country clubs for the site of the station's new transmitter if its 5000 w application is accepted.

WDZ Announces

THE APPOINTMENT OF MR. R. L. STUFFLEBAM AS GENERAL MANAGER

Mr. Stufflebam comes to WDZ with a wealth of experience in radio, newspaper, and the field of public relations. For the past several years he has been covering the six-state regional sales territory for station KFAB, Lincoln, Nebraska. He was previously associated with stations KWTO and KGBX in Springfield, Missouri; the Advertising Department of the Des Moines, Iowa, Register and Tribune; and for a time covered seventeen states for the Public Relations Department of the American Red Cross, Midwestern Area, St. Louis, Missouri.

HERE'S WHAT "STUFF" SAYS:

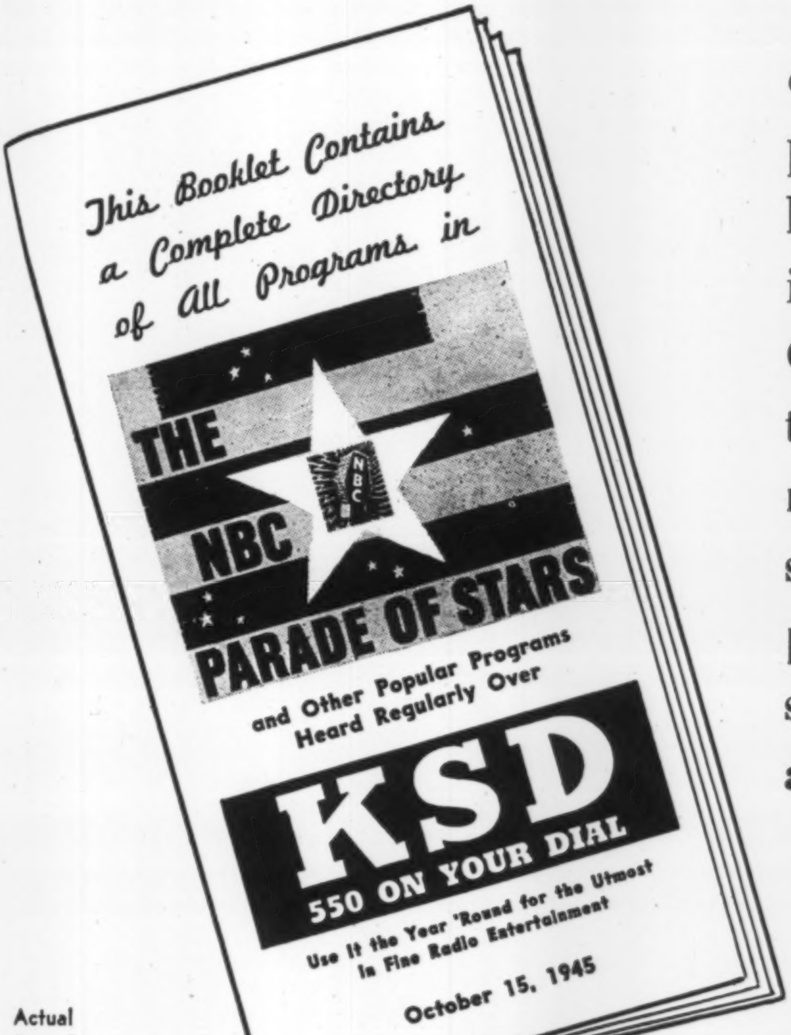
"I consider it a real privilege to be associated with station WDZ. WDZ serves 38 counties in its primary area of eastern Illinois and western Indiana. Population in the Primary area is 1,265,038. The gross farm income alone is $416,153,000.00. Our WDZ staff is alert, aggressive and ever anxious to serve its community and its clients. We welcome inquiries from you who are interested in this regional market. You'll receive 'top' service."

25TH YEAR FOR RADIO FOR WDZ

HOWARD H. WILSON CO.
National Representatives

1050 KILOCYCLES
WDZ
1000 WATTS
TUSCOLA, ILLINOIS
"The Regional Station"

260,000 COPIES


This Booklet Contains a Complete Directory of All Programs in

THE NBC PARADE OF STARS

and Other Popular Programs Heard Regularly Over

KSD

550 ON YOUR DIAL

Use It the Year 'Round for the Utmost in Fine Radio Entertainment

October 15, 1945

Actual
Page-Size
3"x6⅛"

of this sixteen-page program directory have been delivered to homes in St. Louis and St. Louis County....

to attract more and more listeners to KSD so that more and more people will hear the sales messages of KSD advertisers.

●

This is one of many KSD promotion activities designed to increase the "yield" of advertising dollars invested in KSD

●

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

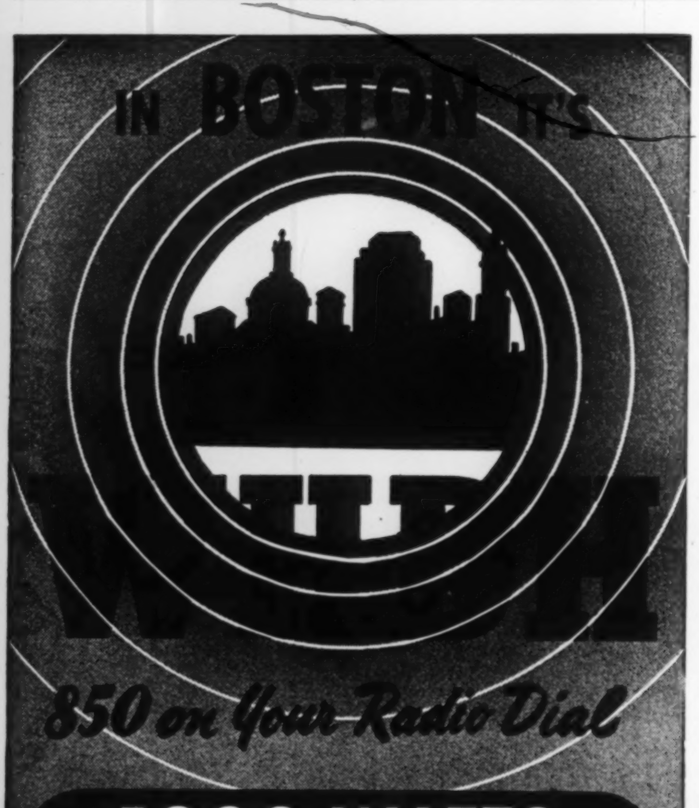
THE GIANT STRIDE IN PITTSBURGH

Since November, 1944, local commercial quarter-hour programs on KQV have *increased* 163%—almost three times as many. That's evidence of local recognition of *Pittsburgh coverage*—what you want to buy!

1410 KC—1000 Watts

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



5000 WATTS
DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

PACIFIC HERO, Vice-Admiral Marc A. Mitscher, commander of famous Task Force 58, made first Chicago air appearance on NBC's *World Front*. Going over script with him are (l to r): E. W. Cline, vice-president and general sales manager, Bunte Brothers, program sponsor; Ralph N. Cushing, account executive, Presba, Fellers and Presba agency, and Miss Oleva Groulx, advertising manager, Bunte Bros. Program, usually aired from WLW, originated in NBC central division studios.

MUSIC—AN AUDIENCE BUILDER

Competent Musical Director Should Supervise Programs on Smaller Stations

By BOB ATHEARN
Music Director
WHEB Portsmouth, N. H.

MUSIC, an art whose substance is the gamut of human emotions, could be the backbone of small station programming rather than a convenient time-filler. Its value as an audience builder and holder is unlimited. Yet too often it is merely used for an occasional theme or background, or to fill the time between commercials.

As a result music, even on the networks, shows too frequently the results of haphazard arrangement and poor planning. The choice of music played, especially by small stations, is often dictated by the personal preference of some executive whose bookkeeping ability far exceeds his knowledge of music.

Danger of Prejudice

Personal preference is also the chief factor in those periods when the management permits an announcer, ignorant in matters musical, to select his discs at random from the station's collection. This attitude evidences a short-sighted business policy.

Intelligent music programming which appeals directly to the taste of the widest possible segment of the listening public, will in the long run pay the biggest dividends. Such programming calls for the services of a competent and impartial music director.

The only basis upon which a sound programming policy can be devised is a comprehensive poll of listener taste, arriving at a pattern of preferred musical types upon which programming could be based. Such a poll should be taken for each individual station's listening area.

Once the basis for the station's over-all music programming policy is established, there is the choice of the music itself. There are several sources of information upon which the music director can draw. These should be checked with the musical knowledge and taste of the director and the tastes of listeners. Requests that come in by mail and phone do not necessarily represent the preferences of the average listener and other means must be employed to determine those preferences.

There is great room for improvement in arranging and balancing programs. All the principles of dramatic art should be employed to keep the listener in a state of delighted expectancy not only within the framework of each program, but throughout the day's and week's programs. Details of musical production in the actual airing of the program should be supervised by the musical director.

Ethridge in Moscow

MARK ETHRIDGE, vice-president of WHAS Louisville and publisher of the Louisville *Courier-Journal* and *Times*, conferred with Soviet officials in Moscow about Sunday's national elections in Bulgaria, Secretary of State Byrnes announced last Wednesday. Mr. Ethridge, who is President Truman's special envoy to the Balkans, will return to Washington in the next few weeks to make a detailed report of his studies, Mr. Byrnes added.

Business Leaders plan for *Louisville!*

☆ Hillerich and Bradsby Co. *plans . . .*

KEEPING our armed forces supplied with baseball bats was just one of our wartime jobs. Immediately after Pearl Harbor we completely converted our golf club plant to the production of gun stocks and tank pins. We are proud of our war production record.

We are still manufacturing bats under Government contract, but will also be able to furnish our dealers with a complete line of Hillerich and Bradsby bats in the near future.

We have a few reconversion problems in the golf club plant. All Government-owned machinery has to be reconditioned and shipped. This will take only a short time. We are getting into production of golf clubs as rapidly as possible, and expect to be in full production of all lines by early spring. When we reach full capacity our employment will be increased approximately 30% over our wartime peak.

There is definitely a ready market for baseball bats and golf clubs and we are making all necessary plans to supply this demand.

J. A. HILLERICH, *President*

☆ T. P. Taylor & Co., Inc. *plans . . .*

FOR several years T. P. Taylor & Co., Inc., operators of Taylor Drug Stores in greater Louisville, have been working on postwar plans and I am happy to announce that we are now ready to launch our expansion program.

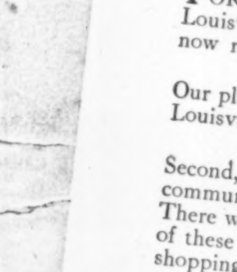
Our plans call first for complete modernization of our present eleven stores in metropolitan Louisville.

Second, we have purchased property for the addition of two new stores which will be community centers. Each will have a large-size Taylor Drug Store and other stores. There will be ample parking space of the drive-in type and an adjoining parking lot. Both of these locations are on busy suburban streets where there is need for modern, up-to-date shopping centers. Plans have been drawn for these properties, and bids will be let as soon as building conditions permit.

Third, we are going to construct a new building for general offices and warehouse purposes. This building will be ultra-modern in every respect, with air-conditioned offices and the latest equipment of all types in the other departments. The other departments include a commissary, ice cream plant and kodak finishing. All equipment installed in the commissary and ice cream departments will be subject to the approval of the combined health departments. In addition the food departments will have tile walls and ceilings that can be kept clean and sanitary. Ground has been purchased and plans are now being completed for the building, which will be 124 x 130 feet. Bids will be let at the earliest date possible.

T. P. TAYLOR, JR., *President*

No. 6 in a series of messages about plans for Louisville



We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal

THE LOUISVILLE TIMES

Radio Station WHAS

WDOD
20th YEAR
CBS
for
CHATTANOOGA
5,000 WATTS DAY AND NIGHT

first in Chattanooga in

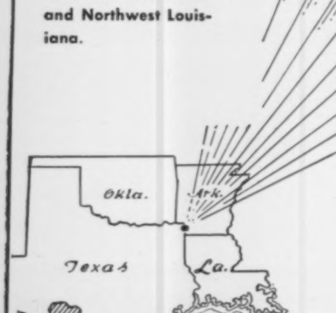
LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

KCMC
TEXARKANA
U. S. A.

SEVIER
HOWARD
DE QUEEN
INDICATED .05 MV/M
NASHVILLE
Arkansas
LITTLE RIVER
HEMPSTEAD
ASHDOWN
HOPE
BOWIE
DE KALB
NEW BOSTON
KCMC
TEXARKANA
Texas
CASS
ATLANTA
LINDEN
LAFAYETTE
CADDO
BOSSIER
Louisiana
MARION
VIVIAN

ONE STATION MARKET

Serves a population of 359,000 in the FOUR STATES AREA of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.



1940
MARKET DATA
0.5MV/M

Population	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	$36,835,000
No. of Retail Stores	2,302

RADIO'S FIRST CONCERT HOUR

Remember the Atwater Kent Sunday Series? —They Started Twenty Years Ago—

IT WAS JUST 20 years ago that the first stars of grand opera and the concert stage made their appearance on the radio in a continued series of Sunday night broadcasts. The series was the *Atwater Kent Radio Hour,* conceived and organized by A. Atwater Kent, of Philadelphia, whose 32-acre radio factory was then a show place in radio manufacturing.

Among the concert stars were Madame Louise Homer, Anna Case, Madame Ernestine Schumann-Heink, Jascha Heifetz, Giovanni Martinelli, Beniamino Gigli, Albert Spalding, Madame Frances Alda, Josef Hofmann, Tito Schipa, Richard Bonelli, Lucrezia Bori, Maria Kurenko, Dusolina Giannini, Edward Johnson (now manager of the Metropolitan Opera), Alexander Brailowsky, Sophie Breslau, Mario Chamlee, Rosa Ponselle, Walter Damrosch, John Charles Thomas, Lawrence Tibbett, Mary Lewis, Efrem Zimbalist, Emilio De Gorgoza, Nelson Eddy, Mischa Elman, Rudolf Friml, Kathryn Meisle, Grace Moore, Frieda Hempel, Paul Kochanski, Frank La Forge, Hulda Lashanska, Everett Marshall, Reinald Werrenrath, Margaret Matzenauer, James Melton, Nina Morgana, Claudia Muzio, Sigurd Nilssen, Sigrid Onegin, Nikolai Orloff, Eugene Ormandy, Joseph Pasternak, Artur Bodansky, Elizabeth Rethberg, Sigmund Romberg, Moriz Rosenthal, Titta Huffo, Olga Samaroff, Toscha Seidel, Armand Tokatyan, and others.

MacNamee Announced

Announcer for the series was the late Graham MacNamee. When the Atwater Kent Sunday evening radio concerts were first heard over the air, NBC had not yet been organized, nor had any other broadcasting company. The first radio concerts of the series were broadcast from old Station WEAF, which occupied a few rooms in the American Telephone and Telegraph Co.'s building on lower Broadway, New York.

Many of the Atwater Kent artists "came high." For instance, for singing three or four songs on one of the concerts, Beniamino Gigli, the Metropolitan tenor, demanded —and received $6,000. It was not out of the ordinary for Mr. Kent to pay artists from $1,000 to $3,000 for singing a few songs on the air.

The Atwater Kent radio concerts continued from 1925 to 1931. After that, Mr. Kent sought new and undiscovered voices through his National Radio Auditions, in which he gave $25,000 each year in prizes to the ten finalists who sang on a nationwide broadcasting network out of New York.

Some of the young singers he thus discovered "made" the Metropolitan Opera Company and others have made names for themselves on the radio and on the concert stage, for example: Donald Novis, the young man winner of the second audition, and Agnes Davis, the first young woman winner, who later sang with the Met. Other outstanding audition winners were Josephine Antoine, now in concert; Wilbur Evans, appearing in "Mexican Hay Ride," in New York; Ross Graham, popular in radio; Hazel Arth, artist; Genevieve Rowe, Carol Dies, Joyce Allmand, Thomas L. Thomas, and others who are singing for various sponsors.

When Mr. Kent retired from business, several years ago, he sold his big radio factory and is now living in Los Angeles. He has not, however, lost his interest in music.

EARLE GLUCK BACK AS WSOC PRESIDENT

EARLE J. GLUCK, released from the Navy as commander, has returned to WSOC Charlotte, N. C., as president and general manager, a position he has held since 1933. He was called to active duty in April 1941 and served first as assistant District Communications Officer of the Sixth Naval District, at Charleston.

Mr. Gluck

In 1942 he became District Communications Officer on the Sixth Naval District Commandant's staff. A year later he was transferred to the staffs of the Commander of the Caribbean Sea Frontier and Commandant of the Tenth Naval District, with headquarters in San Juan, P. R. There he served in the same capacity, in charge of radio, visual and wire communications, Naval Postal Service, coding, and confidential service publications.

WINS Coverage

WINS NEW YORK recorded proceedings at opening of first Australian Consulate General in the world from Rockefeller Center, New York, Nov. 13, and broadcast recording that evening in half-hour program conducted by Henry Milo, WINS foreign news commentator. Speakers were Dr. Herbert V. Evatt, Australian Minister for External Affairs; Sir Frederick Eggleston, Australian Minister to the U. S., and Hon. Cedric Kellway, Australian Consul General in the U. S.

THIS PICTURE IS A FAKE

YOU CAN'T CATCH ART BROWN

napping between 7 and 9 A.M. That's the time he's wide awake and filling WHN airlanes with a morning "wake-up" show that makes sales charts "wake-up" and head upward.

ART BROWN built a terrific reputation with 10 years of successful early morning selling and entertaining in Washington . . . now, although new to Metropolitan airlanes, he has already garnered a big slice of WHN's primary (15,398,401) coverage.

His program is packed with bubbling fun, laughter and cheer . . . with ART BROWN playing the electric organ, singing, giving news, time signals, weather reports and jovial chatter.

Commercial sponsorship of ART BROWN is available on a participating basis.

WHN

METRO-GOLDWYN-MAYER
LOEW'S AFFILIATE

50,000 WATTS • REPRESENTED BY RAMBEAU • NATION'S NO. 1 MARKET

SHREVEPORT, LOUISIANA

STACKS UP!

among the 12 cities of 115,000 to 125,000 population

12TH IN POPULATION . . .

- 4th in Buying Income (thousands of dollars)
- 1st in Drug Sales
- 4th in Lumber, Building, Hardware Sales
- 9th in General Merchandise Sales
- 4th in Per Capita Income

THE SELLING POWER IN THE BUYING MARKET

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

Represented by The Branham Co.

AN AVAILABILITY YOU CAN'T AFFORD TO MISS

The MUSIC BUILDERS

A weekly half-hour musical presentation.

Production: A. O. Coggeshall
Direction: E. A. Rice
Arrangements: Frank D'Armand

For complete details write WGY, Schenectady, New York, or your nearest NBC Spot Sales Office.

50,000 watts—NBC—23 YEARS OF SERVICE
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC WGY

WGY-259

MANAGEMENT

COL. J. HALE STEINMAN, president of Mason-Dixon Group of radio stations and of Lancaster Newspapers Inc., was honor guest at a testimonial dinner in Lancaster Nov. 12 in recognition of his wartime service as chief of WPB periodical and publishing division. Hosts were publishers of Pennsylvania newspapers.

WILLIAM BURKE MILLER, on leave from NBC, where he was war program manager and manager of public service department, returned to the U. S. last week for consultation with the State Dept. after 18 months overseas in military radio work. Formerly with Psychological Warfare Division of SHAEF, Mr. Miller is chief of radio for the 6871 District Information Control Command, which operates Radio Stuttgart and is part of new Information Control Division of USFET.

Mr. Miller

GAYLE V. GRUBB, former manager of WKY Oklahoma City, recently appointed to succeed **T. B. (Bev) PALMER** as manager of KGO San Francisco, will be guest of honor at a luncheon of station and agency representatives Nov. 20 at Bohemian Club, San Francisco. **DON SEARLE**, American Broadcasting vice-president, will preside. Mr. Palmer, now manager of technical operations for West Coast division of American, was honored Nov. 14 by a staff farewell party and Nov. 15 was guest at a press club reception arranged by San Francisco station and agency executives.

COMDR. FRED M. THROWER Jr., vice-president in charge of sales at American before entering the Navy, is to rejoin the network after his discharge from the service, expected in near future. Comdr. Thrower will work with **MERRITT SCHOENFELD**, recently transferred from Chicago on special sales assignments, reporting to **C. P. JAEGER**, vice-president in charge of sales for American.

FORD BILLINGS, former midwestern station manager who for three and a half years has been in industrial engineering work with suppliers to Army Ordnance Dept., has become general manager of WHOT, American outlet in South Bend, Ind. Before the war he was general sales and station manager of WCKY Cincinnati, WOWO and WGL Fort Wayne, and previously was with Hearst on the West Coast.

Mr. Billings

KENNETH W. STOWMAN, former traffic manager and public relations chief of WCAU Philadelphia, receives release from Navy Nov. 19 as lieutenant commander and joins WFIL Philadelphia as assistant to **ROGER W. CLIPP**, president and general manager of station.

WILLIAM C. GITTINGER, CBS vice-president in charge of sales, and **DONALD W. THORNBURGH**, CBS vice-president in charge of western division, both celebrated silver wedding anniversaries during National Radio Week. Surprise honor presentation was made to both executives at second annual meeting of officials of CBS O & O stations.

ADRIAN SAMISH, vice-president in charge of programs for American, has accepted co-chairmanship of the 1946 March of Dimes national radio division, sponsored by the National Foundation for Infantile Paralysis Inc.

W. ALLEN CAMPBELL, secretary and general manager of WXYZ Detroit and the Michigan Network, was a caller at the White House last Tuesday, and conferred briefly with President Truman. He was accompanied by **HARRY WISMER**, sports director of American, and Arthur Coates, president, Coates Steel Products Co., St. Louis.

ENS. CHARLES J. WRIGHT Jr., vice-president of WFOR Hattiesburg, Miss. is father of a girl, Diane Elaine. Ens. Wright expects release from the Navy in near future.

COMMERCIAL

THOMAS F. CLARK, head of Thomas F. Clark Co., newspaper representative, and **HAROLD J. WANDLESS**, head of H. J. Wandless Co., South American newspaper representative, have formed a new company, Clark-Wandless Co., radio station representative, with offices at 205 E. 42d St., New York. Company will represent following stations: WJRD KOKO KGEK KIUP WTAL WMOG WMJM WLAG WRLC WMGA WCAZ WSNJ KTNM WNBZ WMBO WWRL WEGO KWIL KBND KMED WTEL KOCA KPLT KIUN KVOS KTBI WNEL.

JOHN BLAIR, head of John Blair & Co., Chicago, accompanied by **GEORGE BOLLING**, New York manager, is completing a tour of stations represented by that firm.

HARRY PATTERSON, former production manager, is now account executive of KMPC Hollywood. **CHARLES CALVERT** has taken former post.

WILLIAM W. JOYCE, recently discharged from AAF and formerly Chicago program director of Transamerican Broadcasting & Television Corp., midwest sales manager for Texas State Network, and assistant Chicago manager of World Broadcasting System, has joined the Chicago sales staff of The Katz Agency.

GEORGE UTLEY, released from AAF as captain, has joined the sales staff of WFAA-KGKO Dallas-Fort Worth. He formerly was with station continuity department.

WILLIAM ZIETZKE is new member of sales staff of KGVO Missoula, Mont.

HOWARD H. DUNAVAN has been named local sales manager of WEBC Duluth, Minn. New members of station sales staff are **PAUL JASMIN Jr.**, with station since September 1944, and **ARTHUR NELSON**, released from the Army after four years service and former traveling representative for Ford-Hopkins Drug Co., Chicago.

GARY LINN, for 20 months in Pacific area with Navy, has returned to post as traffic manager at KYW Philadelphia. He served with Navy public relations on Guam and as flag announcer of U. S. Pacific Fleet.

BILL RILEY, sales manager of Weed & Co., Chicago, will manage firm's new Detroit office effective Nov. 19. Riley has been with Weed for eight years. **NEIL WEED** takes over as active sales manager in Chicago.

JOHN H. WRATH and **STERLING BEESON** have returned to Headley Reed Co. from the armed services. Wrath was released from the Army as captain after serving for nearly three years in China with Chinese troops. He rejoined Chicago office of Headley Reed Nov. 1. Beeson, who entered service in September 1943 and has been stationed in ETO, returns to the company's New York office November 19.

FRED MUELLER, sales manager of KLZ Denver, has been elected director of the Kiwanis Club of Denver.

G. NORRIS MacKENZIE has joined the program division of all-Canada Radio Facilities, Toronto, as salesman. He was formerly with CJCA Edmonton, CKWX Vancouver and CKOC Hamilton.

BRUCE PIRIE, sales manager of CKRM Regina, is on an extended business trip in eastern Canada.

WALLY SLATTER, son of **JACK SLATTER**, manager of Toronto office of Radio Representatives, has joined the firm after three years in RCAF, part of which was overseas. He previously had been with CKCL and CFRB Toronto.

GEORGIA

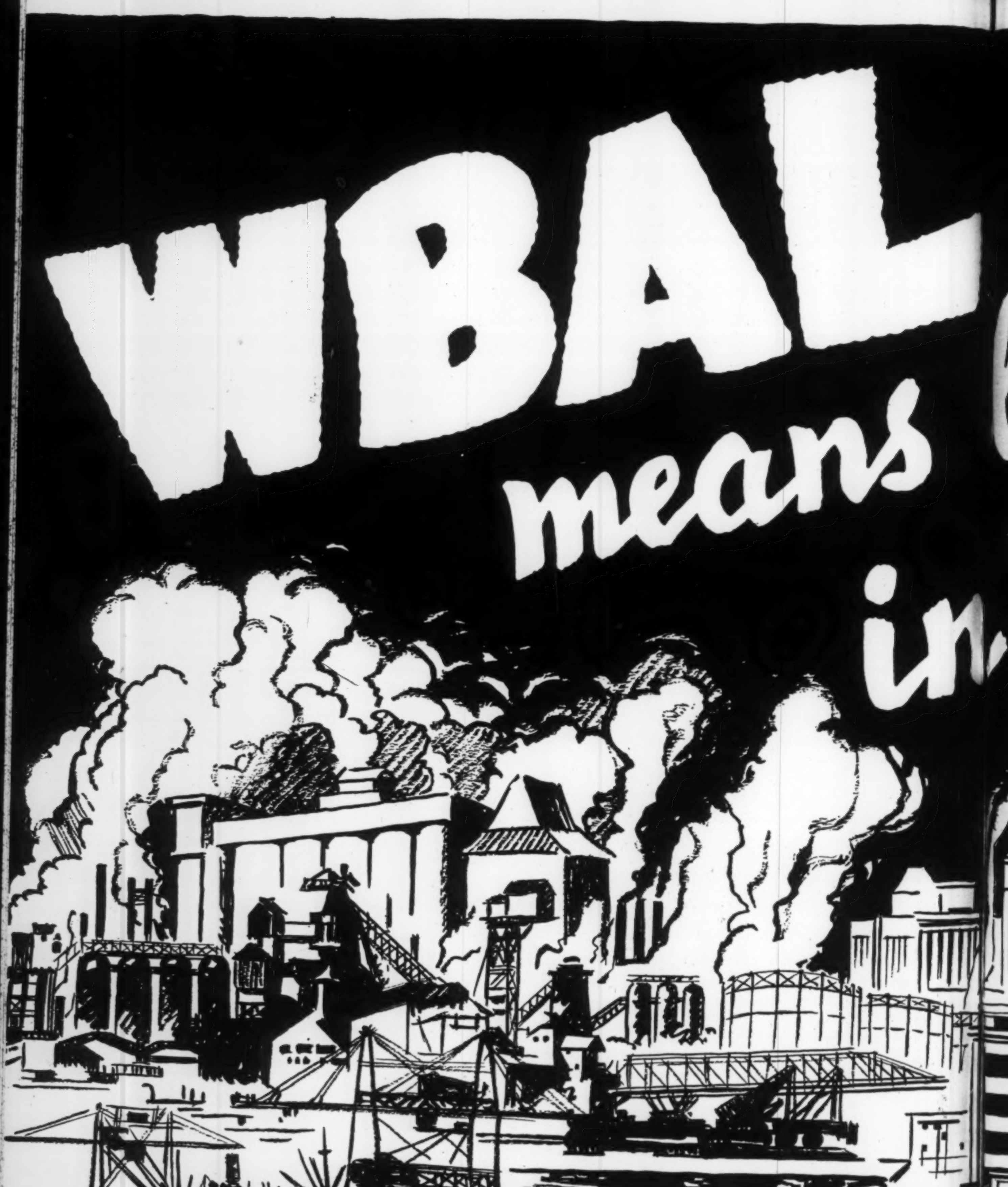
In Georgia, Stone Mountain is a permanent fixture of nature — a part of Georgia's make-up and tradition. Like historic Stone Mountain, WAGA has become a tradition in the South's most responsive market . . . Atlanta.

WAGA's 5000 watts on 590 kilocycles assures dependable coverage of half of Georgia's radio homes, and half of its retail sales. For your 1946 list investigate WAGA — it has made more progress than any other Atlanta station in the past two years.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.


WBAL
means
in

business

n. Baltimore*

- * **Fastest Growing Big City in the East**
- * **Great Industrial Center**
- * **Diversification Insures Progress**
- * **Great Shipbuilding Center**
- * **A Great Port with a Great Future**

WBAL, Baltimore—50,000 Watts—NBC Network

One of America's Great Radio Stations

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Straws in the Air

IN THESE COLUMNS Sept. 3 there was noted an inordinate desire on the part of the British Broadcasting Corp. to spread the influence of state-operated radio. At that time BROADCASTING called special attention to developments on the European continent. Now, it appears, the British lion is stalking in other preserves.

As late as last week it was again emphasized, coincident with the visit of Prime Minister Attlee to Washington, that BBC will not "go American" by accepting commercially-sponsored programs when the BBC charter expires in 1946. It was learned, too, that the British Labor Government favors nationalization of all industry, including radio and communications. Indeed, nationalization of communications in Britain was announced only a few days ago. Under the British plan even newspapers would be subject to nationalization, it was revealed, if there is a tendency toward monopoly in control.

The BBC has stepped up its transcribed productions. It has kept the cost of these productions at a minimum. In New Zealand and in Australia, where at one time listeners received through their broadcasting stations many transcribed features shipped from the United States, schedules now are dominated by BBC releases.

This fact has caused some concern in both of these countries, and most emphatically in Australia. *The Listener In*, a radio publication in Australia, reported October 5, 1945: "*The Listener In* suggests that the Parliamentary Standing Committee on Broadcasting might with advantage review the circumstances which have brought about the present regrettable diminution of production activities by the Australian Broadcasting Corp. and its apparently growing tendency to become a mere echo of the British Broadcasting Corp."

In New Zealand, where both the commercial and non-commercial stations are controlled by the Government under a Director of Broadcasting (who is pro-BBC, by the way), the BBC is meeting with increasing success. Commercial stations in Australia have been holding out against this influence, but it is questionable how long they can do so.

American production firms which export programs to these countries can compete in quality with the BBC program fare, but they cannot compete in price because of the AFRA foreign distribution fee, because of the shortage of dollars in foreign radio and for various other reasons.

The BBC has spread its "state-owned" philosophy on the Continent, where such commercial stations as Luxembourg and Normandie controlled vast audiences through good programming before the war. It is conducting now a program barrage against commercial radio in Australia and New Zealand.

We mention these facts for the benefit of our neighbors to the North, and for the thoughtful consideration of all broadcasters in the United States.

Aimless Palaver

THEY'RE at it again on Capitol Hill. From the House Un-American Activities Committee, which yields to no group for its headline hunting proclivities, comes new talk about legislation to gag radio.

The Committee doesn't like certain radio commentators or analysts or perhaps those performers who masquerade as news reporters. We don't like several of them either.

All columnists can't be Walter Lippmans, and all analysts can't be Elmer Davises or Ed Murrows. By the same token all legislators can't be Thomas Jeffersons.

It should be obvious that the House Committee can't do what it proposes legislatively without running counter to the Bill of Rights.

These performers are popular with the public because they have something the listener wants. The public taste may change. We hope it will as to certain types of news commentaries, and there are signs of it already. Men who have served overseas just don't like to be shouted at or lectured.

Many people don't relish the outpourings of certain members of Congress. Because it's the democratic way, Americans express dislikes. But we don't know of any suggestions that these men be "muzzled". Congressmen enjoy an immunity when they hurl invective on the floors of Congress. Their remarks are published in the *Congressional Record*, reported by the news associations, and carried on the air. The newsman gets no such immunity.

Radio asks no special privileges. It seeks only to enjoy that freedom of expression guaranteed it in the Bill of Rights. The people can discern right and wrong.

Government Pay

ANY BUSINESS is as good as the men who run it. The same goes for Government.

The FCC is among the busiest of the postwar agencies. It has a backlog of some 1400 applications in the broadcast services. It is shorthanded. The postwar economy squeeze is on in Congress with a view to cutting all Government appropriations horizontally.

The FCC is having a tough time keeping its specialized personnel because of inducements from the outside. This is particularly true of engineers and lawyers. The Government just doesn't pay enough to hold key people.

A member of the FCC gets $10,000 a year—the standard stipend for members of Congress and top officials in most of the independent agencies. Even Canada is paying the Chairman of the Canadian Broadcasting Corp. $15,000 a year. It's difficult to find men, no matter how public-spirited, to make a career of Government service when they don't earn enough to support their families at a level in keeping with their public positions. That's particularly true of the younger men, who might well earn five to ten times as much outside.

Irrespective of what we may think of the FCC and, more particularly, of the leftist thinking of some of its members and functionaries, we certainly feel it should be accorded adequate appropriations to perform its assigned licensing functions. And we feel that stepping up of salaries, from bottom to top, would result in more efficient administration and perhaps in the retention of well qualified men in key positions.

Our Respects To –

ADOLF NATHANIEL HULT

WHEN ADOLF NATHANIEL HULT was about eight or nine he used to bump into a slight, studious boy on his way to school in what is now downtown Chicago. It would be nice to say that he and the slight, studious boy grew to be lifelong friends. But it wasn't until a good many years later, after a meeting of the board of Mutual Broadcasting System in New York, that Edgar Kobak, as president of the network, discovered that Ade Hult, vice-president in charge of Midwest operations, was the same towheaded kid who lived around the corner from him in Chicago.

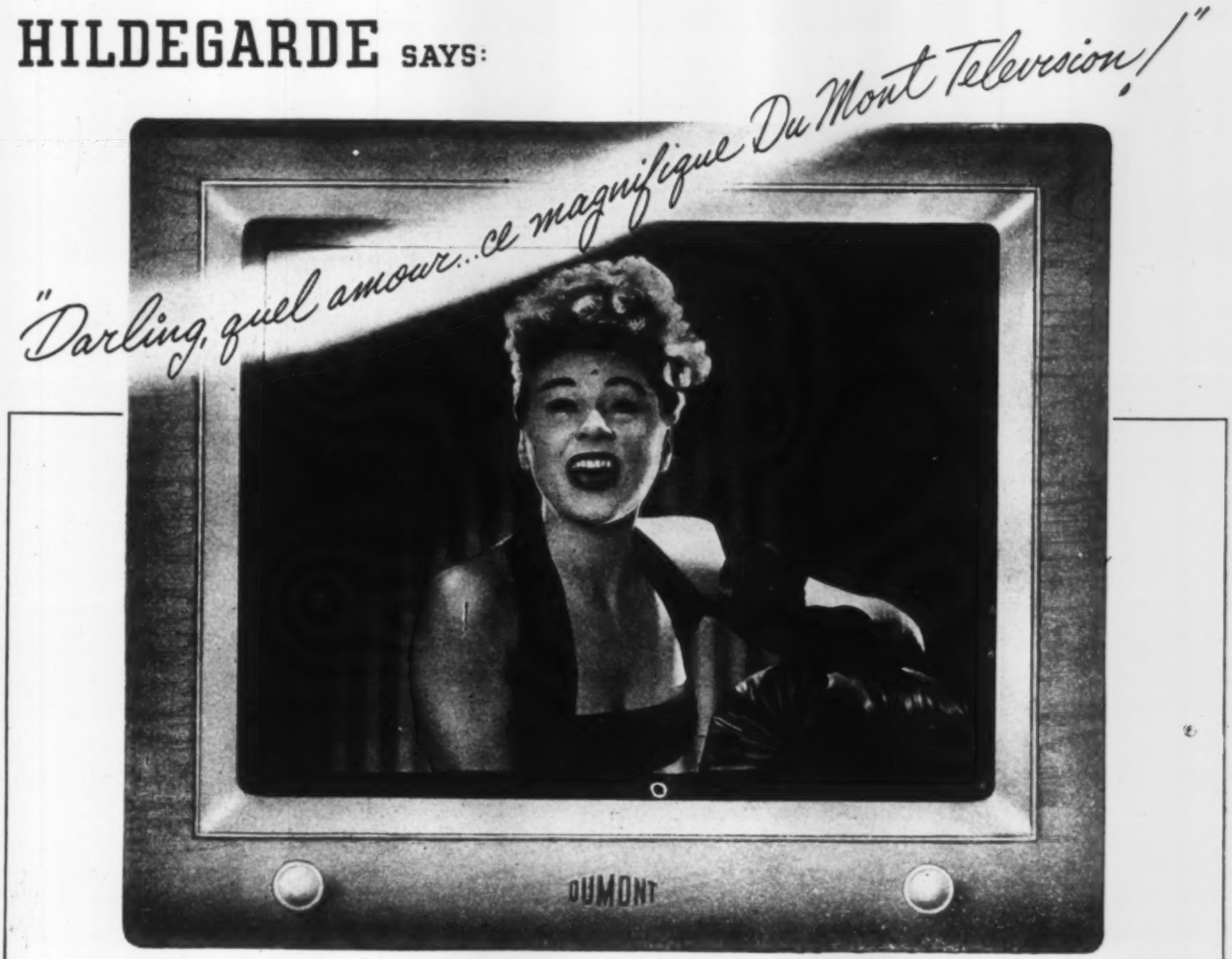
It has been so long since Ade recalled anybody addressing him by his Christian name that he has to think twice to remember it himself. He was named after his father, Adolf, with the Nathaniel being thrown in for good measure and depriving him of the privilege of being called Junior. Ade's parents were of Swedish descent and his father taught for many years at Augustana College, Rock Island, Ill., as a professor of theology. His hobby was music, and he composed innumerable hymns and other sacred music which are still in wide use today. Dr. Hult hoped his son would follow in his footsteps and when Ade graduated from high school, he matriculated at Augustana with majors in languages and music.

It is, of course, typical that a fond parent's hopes fall somewhat short of fulfilment. Ade was no exception. With a gift for classical languages, cultivated from life with a most widely read and cultured parent, Ade made immediate use of this gift upon graduation by becoming a reporter on a Moline, Ill. newspaper. The glamour of newspaper life captured his fancy a year earlier when his contributions on college activities found their way into print. A great many readers, particularly the staid and more spiritually inclined, found difficulty in understanding how a fine gentleman like Dr. Adolf Hult, whose column on matters of the soul was a weekly feature of the Moline paper, found time or inclination to cover prize-fights, train wrecks, bank-robberies and other colorful news events that appeared under the Hult byline. The answer, obviously, was that the younger Hult had no less a fondness for his name in print, to the considerable embarrassment of the father.

Ade's interest in newspaper business waned about a year later, largely due to the monotony with which the same figures appeared on his pay check. When a friend suggested he enter the sales field as a representative of the National Lock Company, Rockford, Ill., he said a

(*Continued on page 58*)

HILDEGARDE SAYS:


"Darling, quel amour...ce magnifique Du Mont Television!"
DUMONT

Star of NBC's Raleigh Room, Tuesdays at 10:30 P. M.

Showmen and advertisers with vision and imagination echo Hildegarde's rapturous superlatives! For supersalespowered television has demonstrated: (1) attention-holding power up to and exceeding 10 times that of any other medium, (2) continuously applied salespower without interruption of entertainment, and (3) multi-salespower — the capacity to sell the many items of a complete line simultaneously! "Teleselling" is only beginning to show its tremendous mass-sales potential.

For more than two years at DuMont's Television Station WABD, New York, hundreds of advertisers have been testing "telesales" techniques. Teleskill—acquired now is certain to pay off handsomely. If you would like to preview your products or services, consult your advertising agency. By all means visit Station WABD. Our Sales Manager will gladly arrange details.

Copyright 1945, Allen B. DuMont Laboratories, Inc.

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIO AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

DUMONT
TELEVISION
STATION WABD

WINN
LOUISVILLE
Home of the
Kentucky Derby
AMERICAN
WINN
BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
★
HARRY McTIGUE
General Manager

Respects

(Continued from page 56)

not too sad farewell to the fourth estate. This was in 1926 and marked a turning point in his career, which has been devoted from that time to the art of barter, selling at various times locks, space and time. Ade left the lock company to work for an architectural publication until 1930, a bad year for bankers and stock-brokers but definitely a good time to get into radio.

It was certainly not an opportune year for full-page ads in a publication catering to home builders, and a chance to become a salesman on WGN Chicago seemed a better choice. For one thing, radio sales was not only virgin territory but closely related to newspaper business. Ade stayed with WGN until 1934, when that station and WOR New York and WLW Cincinnati held a pow-wow over the possibility of organizing a tri-station network. It was only a matter of time until Ade's interest in selling time on all three stations began to show a sizeable increase in billing. He refers to himself during those years as a "handy man", serving sponsor, agency and station as idea man, salesman, and program director for midwest operations. Some of his early accounts were *Lum 'n' Abner* and the famous vocal trio, Tom, Dick & Harry.

From 1934 until March of this year, when Ade won a well-earned promotion to vice-president of MBS, his career was one of quiet, concentrated effort to help the network assume its rightful place in the national radio picture. He shuns the role of oracle in predicting the future of broadcasting as an industry, but he believes whole-heartedly that American competitiveness and commercial ingenuity will not fall down because of technical advancement, either in FM or television.

He admits with candor that his home life is closely related with his job, since his wife, Marion, is herself a well known figure in radio, having worked for many years with various agencies in Chicago. He says people who insist they don't talk shop at home never were thoroughly interested in the radio business. His hobbies are his two sons, Adolf, III, 15, and Richard, 9, and an 80-acre farm in Wisconsin where he retreats on week-ends. But even there he's likely to be found listening to the radio instead of replacing a shingle on the barn. One important contribution to his success, and he will be the first to deny it, is his gift for getting along with people, particularly his employes, who are loyal to a degree not frequently found. They admire his devotion to his job, his quiet manner and the sincere affection he has for those he works with.

As a salesman, the only pressure he applies is in finding out what a client wants and then doing his level best to get it for him.

Ade was born in Chicago on Jan. 16, 1904, one of three boys and a girl in the Hult family. He's lived in Chicago since 1928 and thinks even more can be done in Chicago radio than has been done to date.

AT A COCKTAIL PARTY to introduce Miller C. Robertson, new sales manager of KSTP Minneapolis-St. Paul, to public officials and members of the trade, are seen (l to r) Mr. Robertson, former assistant sales manager of KMBC Kansas City and at one time director of Tenth District Advertising Federation of America; Stanley E. Hubbard, president and general manager of KSTP; Kenneth M. Hance, KSTP vice-president and treasurer; Hubert M. Humphrey, mayor of Minneapolis.

Labor Relations Import Stressed by Management

TOP management today ranks labor relations at least as high as sales, production and financial activities, John H. MacDonald, NBC vice-president in charge of finance, said Nov. 13 at the American Management Assn.'s Office Management Conference at the New Yorker Hotel, New York, in a talk on "Top Management Appraises the Office".

Urging office managers to coordinate their labor policies with those of the factory and to keep management informed of important inequalities between factory and office wages and working conditions, Mr. MacDonald said that while aware that it must continue to provide profits for the stockholders, top management recognizes that these must be consistent with its increased responsibility to labor for employment and to the public for better goods and services.

Students Hear Concert

MORE THAN 6,000 students from Chicago public and parochial high schools as well as suburban schools will be special guests of the Chicago Title & Trust Co., during the forthcoming broadcasts of the Chicago Symphony Orchestra each Wednesday from 8:00-9:00 p.m. CST., over WCFL Chicago. Arrangement marks an additional step in the trust company's plans to encourage public enthusiasm for fine music, Holman D. Pettibone, president, declared.

Baltimore Seen as Fifth City With Network Video

PREDICTION that Baltimore, before the end of 1946, will be the fifth United States city to have network television, was made Nov. 13 by Paul Mowrey, manager of the television division of American, at a luncheon meeting of the Baltimore Advertising Club.

"There are already two network services running through Baltimore," Mr. Mowrey pointed out. "The city has the advantage of an AT&T coaxial cable connecting it with television origin points in New York, Washington and Philadelphia, and a Philco relay station that will transmit signals from the latter city. These three cities and Schenectady, with the General Electric station, WRGB, must be conceded the first four important television centers in the U. S., but Baltimore will be a close fifth, preceding Chicago and the Pacific Coast in network service."

WHAT A HOOPER!
BLUE NETWORK
PERIOD — % OF LISTENERS
MORNING 91.3%
AFTERNOON 91.3%
NIGHT 80.4%
WJHL offers you a rich market with six thriving cities and over a million potential BLUE listeners.
1000 WATTS WJHL 910 KCS.
JOHNSON CITY, TENNESSEE
CALL HOWARD WILSON CO.

YOU MAY BE ABLE TO GAIN 2 MILES AGAINST "PROS"*—

BUT—YOU CAN'T BUCK INTO WESTERN MICHIGAN ON AN "OUTSIDE" BROADCAST!

The strongest opposing line will occasionally open, but not the wall of *fading* which cuts Western Michigan off even from 50,000-watt stations in Chicago and Detroit! Is that why you haven't been getting good radio results from Western Michigan?

The *only* way to reach this rich market is to use stations *inside the barrier.*

A proven CBS combination—WKZO in Kalamazoo and WJEF in Grand Rapids—offers *complete coverage* of Western Michigan with bell-clear signals and at a bargain rate. Let us give you all the facts—or just ask Free & Peters!

**** Clark Hinkle, Green Bay Packers, gained 3,860 yards during 1932-1941 ten-year period.***

WKZO

CBS – FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF

CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

The Voice of Baltimore

W

★ WATTS 5000, 600 K.C.
DAY AND NIGHT

C

★ COLUMBIA
BASIC OUTLET

A

★ AMERICA'S
6th CITY

O

★ OLDEST
STATION IN
MARYLAND

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

PRODUCTION

GRAHAM POYNER, Navy lieutenant and district radio officer for office of public information at Charleston Navy Yard, following release from service returned today to WPTF Raleigh, N. C., as program director. **R. W. (Gus) YOUNGSTEADT**, acting program director, is now publicity director.

MYRON J. BENNETT, formerly on KWK St. Louis as conductor of early morning "M.J.B. Show", has been signed for similar series on KRNT Des Moines.

LAURENCE SAMUELS is new member of announcing staff of WKBZ Muskegon, Mich. He formerly freelanced with Don Lee-Mutual NBC CBS KMPC KECA.

ERNEST C. DAULTON, former assistant organist and choirmaster at Riverside Church, New York, has returned to WLW Cincinnati as staff organist. He was one of first pianists employed by WLW more than 20 years ago.

LAWRENCE E. NEVILLE is new script writer with WLW Cincinnati. Before three years service in the Army he was with CBS and KMOX St. Louis and the FBI.

GLEN WALKER, AAF instructor just released from service, has been added to announcing staff of KSL Salt Lake City. He formerly had been with KFXD Nampa, Ida.

WINIFRED GRAVES, from KPRO Riverside, Cal., is new addition to continuity department of KGVO Missoula, Mont.

JERRY DEANNE, former regional director for OWI at Kansas City, has been named production manager of KYSM Mankato, Minn. He is ex-program manager of WEBC Duluth, Minn. **BOB McKNIGHT** shifts from announcing staff of WDZ Tuscola, Ill., to KYSM.

JIM YOUNG, released from the Army as captain and former announcer at KABC San Antonio, has returned to the station. He entered service in January 1942 and was aide to Commanding Gen. Patrick during New Guinea campaign, when general was killed in action.

SHIRL BLACK, former program director at KOVO Provo, Utah, is new announcer with KSL Salt Lake City.

MARJORIE FREELS is new continuity director of WDSU New Orleans. She formerly was with WOPI Bristol, Tenn. **WARREN KENNEDY** has been appointed m.c. of WDSU "Dawn Patrol" program. New announcers are **RUTH PHELPS**, former continuity editor, and **JOE FRIBLEY**, from WJR Detroit. New WDSU talent: **CHICK MOORE**, cowboy entertainer, and **RAY ROGERS** and His Melody Cowboys.

HUGH FINNERTY, formerly with WRBL Columbus, Ga., has been appointed program director and sports editor of KCRC Enid, Okla. For four and a half years he has been in Army, serving as program director of an overseas station.

RUSSELL BAER is new announcer of CKWS Kingston. He was recently released from RCAF as lieutenant after four years of piloting Halifax bombers overseas. He was formerly with CKGB CJKL CFCH.

BOB HARVIE, program director for three years at the RCAF broadcasting station at Gander, Newfoundland, has joined ÇHEX Peterborough as announcer.

IREENE WICKER, known for many years as "The Singing Lady", was starred in video version of "Alice in Wonderland" presented on WRGB Schenectady by American as a tribute to Children's Book Week.

BASIL G. ADLAM, musical director of western division of American, has written new song, "Pin Marin", in collaboration with **JAY MILTON** and **HARRY RUSSELL**.

LT. OTTO BRANDT has rejoined the station relations department of American after two years service with AAF.

MAURICE GORHAM, head of the BBC Allied Expeditionary Forces program during the war, has been appointed director of the BBC television service, inactive since beginning of the war in Sept. 1939. Gorham joined BBC in 1926 as assistant editor of "Radio Times", becoming editor in 1933. In 1941 he was made North American service director, retaining that position until May 1944 when the AEF programs were started at the request of Gen. Eisenhower. When the series concluded in July of this year, he became head of light programs service for home listeners.

WILLIAM WYLIE, manager of American's program promotion division, is father of a girl.

BILL COCHRAN has been named program director and chief announcer of KIRO Seattle.

EDGAR BERGEN, star of NBC "Charlie McCarthy Show", and Francis Westerman, model, were married in Ensenada, Mexico, on June 23, it was just revealed.

JACK ROURKE, continuing announcer-writer-producer assignments, has been placed in charge of newly-created package shows division of Don Lee Broadcasting System, Hollywood. **BOB FREED** has been promoted to network day supervisor. **LARRY HAYS**, with honorable discharge from Marines, has been added as scriptwriter. Before joining service he was with KSRO Santa Rosa, Cal.

ROBERT HALL, one-time head of transcription department, and with Army discharge, has returned to CBS Hollywood as associate continuity acceptance editor, succeeding **CHARLES WADSWORTH**, resigned.

GAIL ROBERTS, CBS Hollywood continuity editor, and Michael M. Bassman, were married Nov. 10.

MERWYN BOGUE, with release from Army Special Services branch, has returned to NBC "College of Musical Knowledge" as Ish Kabibble.

JAMES FELIX, former Navy public relations officer, is new announcer with WFIL Philadelphia. **CATHERINE FENTON MacDONALD**, former assistant time buyer of Campbell-Mithun Agency, Chicago, has been named assistant to **JOHN SCHEUER**, WFIL production manager.

BOB DAMBACH has been promoted from assistant to the program director of WEBR Buffalo to post of program supervisor, succeeding **ROBERT F. KLIMENT**. Announcer **JOHN BOOTHBY** is new production manager.

PETER DONALD, m.c. on Borden Co. "County Fair" program, celebrates his 18th year in radio Dec. 8, same week program switches from Tuesday 7:30-8 p.m. on American to Saturday 1:30-2 p.m. on CBS. Agency is Kenyon & Eckhardt, New York.

BILL HEDGPETH, formerly with WFNC WDNC WIS, is now announcing for WAPO Chattanooga, Tenn.

DOUGLAS WAY, for three years with the Army and prior to that announcer with WJJD Chicago, has joined WHN New York as staff announcer.

VINCENT LAURIA, assistant night manager of WHN New York, is temporarily serving as night manager upon resignation of **TODD WILLIAMS**.

CLAIRE GIBSON, for two years in charge of continuity for WHTD Hartford, Conn., has started new Monday through Friday women's feature, "Today's World". **RALPH KLEIN**, released from the Army, has returned to station continuity staff.

ALEX GARCIA, former CBS representative in Havanna, has been appointed assistant in the network's shortwave program department in New York to supervise preparation of scripts for programming to Latin America over the CBS 109-station Network of Americas.

CAPT. CHET J. DOYLE, formerly of CBS San Francisco, is assigned to Armed Forces Radio Service, Los Angeles production staff.

TOM GILLESPIE, announcer at WWNY Watertown, N. Y., has married **BETTY JEAN DAVIS**, WWNY control room operator.

JOE NOVENSON has returned to announcing staff of WFIL Philadelphia after three and one-half years in AAF. He served in Africa, Italy and Corsica as first lieutenant.

STEPHEN FRY since 1942 in charge of BBC programming from Britain to the U. S., has been given added responsibility for programs from here to Britain with title of program director. He will continue to headquarter in New York.

MAKE-UP expert Syd Simons demonstrates correct eye-brow length for Betty Griggs of NBC central division Chicago teletype department. All feminine employes at NBC are taking course in facial grooming to make network girls most attractive in Chicago.

Mr. Fry last Monday began a four-week cross-country tour to visit station executives in San Francisco, Los Angeles, Denver, Fort Worth, San Antonio, Des Moines, Chicago and Cincinnati.

GORDON HUBBEL, former production manager of WMAL Washington, is head of newly formed department of program operations for the American affiliate. **JOHN MacKERCHER** is now production manager and **JACQUELINE KEESE** is night program supervisor.

PAUL HERMAN, from WKST New Castle; **FRANK FARA**, from WCED DuBois, and **PAUL BEDFORD**, from WERC Erie, Pa., are new announcers with WFMJ Youngstown, O.

JACK GULLER, announcer at WSSV Petersburg, Va., is now musical director of station. **PVT. EVERETT NEILL**, former producer at KDKA Pittsburgh, is announcing for WSSV while stationed at Camp Lee, Va.

GIL DOWD, released from the Army, has joined KGO San Francisco as producer.

HUGH TURNER, for two years radio operator for Pan American Airways, returns to KGO San Francisco as announcer about December 1.

HERB HALEY, released from the Merchant Marine, has rejoined KGO San Francisco as announcer.

MAX BERTON of the WNEW New York continuity department is father of a girl, Naomi, born Nov. 12.

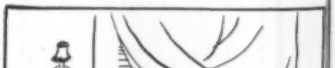
LARRY MARKS, writer on "Duffy's Tavern" program, has completed a play, "Oleander in Bloom", which is being considered for Broadway production.

BARON ELLIOTT, returned to WCAE Pittsburgh after nearly two years in ETO with Army Special Services, resumes direction of WCAE staff band.

ERNEST LaPRADE, for 16 years director of music research for NBC, and **BARBARA SPRAGUE**, director of station relations for Yankee Network, were guest speakers Nov. 14 at meeting of Radio Council of Greater Boston at Boston U.

IRMA LENKE, known as Martha Brooks on WGY Schenectady, N. Y., has been married to David Boris Kroman.

MARJORIE STUDER, former chief announcer at KWOC Poplar Bluff, Mo., has been named production manager of KCRC Enid, Okla.



"WFDF Flint says War Bonds will cure our inflation."

"Fastest Growing Afternoon Audience in Indianapolis" Now is TOPS

As announced, in **Broadcasting** for October 8, WIBC has been climbing fast, gaining each month in its share of the Indianapolis afternoon listening audience. Now it is TOPS—with 29.2%, as shown by the Hooper indexes for the full five month period, August–September, as shown on the chart below.

	Sets in Use	WIBC	Station "B"	Station "C"	Station "D"
Average — Dec., 1944, thru April, 1945........	16.3	**18.4**	19.5	34.2	17.0
April-May	15.4	**21.4**	18.5	34.1	16.0
May-June	15.7	**21.7**	19.7	35.6	14.6
June-July	13.9	**22.0**	18.6	36.3	13.7
July-Aug.	16.0	**29.3**	18.7	30.6	14.8
Aug.-Sept.	16.4	**29.2**	18.8	29.0	14.6
Average — May thru Sept., 1945........	15.4	**25.3**	18.8	32.8	14.5

Still Further Proof that WIBC is Your "Best Buy" in Indianapolis

JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

Owned and Operated by the Indianapolis News

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

Durham

North Carolina's third largest city in population, second top city in retail and drug sales. This growing, spending community

makes

25% of all the nation's cigarettes. Now it's again in the hungry consumer spotlight as the large Durham Hosiery Mills start turning out

nylons

hose for your wife and Gal Friday. To dominate this market, one station does the trick at surprisingly low rates.

WDNC

Owned By
Durham Herald-Sun
Papers

CBS

Represented by Howard H. Wilson Co.

AGENCIES

SYLVAN EAPLINGER, for two years with AFRS and prior to that producer-writer on the "Kate Smith Show", has joined Weiss & Geller, New York, as head of radio department. His duties include supervising of "Dave Elman Auction" show for Rensie Watch Co., New York, Monday 10-10:30 p.m. on Mutual.

ELLEN McCORKLE, formerly with Newell-Emmett, New York, has joined the copy staff of Irwin Vladimir & Co., New York.

HERB LANDON, formerly with American Red Cross and before that in the press department of CBS and one-time director of publicity of WOV New York, has joined Kenyon & Eckhardt, New York, to handle publicity on the "County Fair" show sponsored by Borden & Co., New York, on American.

HAL HAZELRIGG, former director of public relations at American Home Products Corp., New York, joins public relations department of N. W. Ayer & Son, Philadelphia.

DANIEL M. DALEY Jr. has returned to Lennen & Mitchell, New York, in an executive capacity after more than three years Army service. He was released as captain. While on duty in the office of chief of transportation, Capt. Daley had charge of all training aids used by Transportation Corps.

RAYMOND KEANE ADV. has shifted headquarters from Denver to Los Angeles and established offices at 707 S. Broadway. Telephone Vandike 8443. Denver branch office continues at 1441 Weldon St.

MEL WILLIAMSON has resigned as Hollywood manager of Geyer, Cornell & Newell. He will continue to produce weekly NBC "Adventures of Bill Lance".

ARTHUR WHITE, executive of N. W. Ayer & Son on United Rexall Drug Co. account, has been transferred from New York to Hollywood, client having established headquarters in southern California.

MAYFIELD KAYLOR, formerly with Smith, Bull & McCreery, Hollywood, has joined United Adv., Los Angeles, as general manager. Along with executive duties he has taken over Foreman Phillips account. Agency is completing new offices at present address in the Spring Arcade Bldg., Los Angeles.

KARL W. THOMPSON, upon release from AAF as lieutenant colonel, has joined Gerth-Pacific Adv., Los Angeles, as account executive.

F. THOMAS MOON, recently discharged from RCAF as combat pilot and formerly with McConnell, Eastman & Co., has joined the Toronto office of Atherton & Currier.

W. H. POOLE, formerly with Cockfield Brown & Co., Montreal, professor of economics at U. of Manitoba, Winnipeg, has been appointed head of the research department of Young & Rubicam, Montreal.

PHIL McHUGH, with production department of KFI and KECA Los Angeles, is new account executive with Darwin H. Clark Co., Los Angeles.

PALMER A. BRINK, former production man and writer with KOWH Omaha, is newly appointed radio director of Baker Adv. Agency, Omaha.

DOREMUS & Co. has announced new location of enlarged Boston offices at 53 State St., Boston 9. Telephone is LAFayette 0770.

H. D. LEOPOLD is new account executive of Gray & Rogers, Philadelphia.

ALIN BLATCHEY, former copy writer of Philco, joins copy staff of Gray & Rogers, Philadelphia.

AL (Cappy) CAPSTAFF, Hollywood producer of Foote, Cone & Belding on NBC "Bob Hope Show", is father of a boy.

FRAN HARRIS, director of television for Ruthrauff & Ryan, Chicago, has been appointed to Chicago chairmanship, television division, of 1945 Sister Kenny Foundation Drive.

RALPH S. BUTLER, head of daytime radio at Young & Rubicam, New York, has resigned to join Henry Souvaine, New York, radio program package organization, as manager of program production. Other Y & R resignations announced last week are: **JOE HILL**, story editor, and **JOHN SOUTHWELL**, of television department. **LARRY SCHWAB**, assistant producer, also resigns but will continue his freelance assistant production job on transcribed "World's Most Honored Flight" series sponsored by Longines Wittnauer Watch Co. **LIBBY SELIG**, Y & R producer, also leaves the agency. Majority of Y & R evening radio shows are now emanating from the West Coast.

B. ROBERT RAND, for 11 years with the Marine Midland Trust Co., New York, has joined Spadea Adv. Agency, New York, as business manager.

LT. CHARLES WILLIS Jr., USNR, released after three and a half years in the Navy, has rejoined radio production staff of McCann-Erickson, New York.

RAYMOND LYNCH, formerly of the traffic department of McCann-Erickson and prior to serving in the Army production manager of Rickard & Co., has been named production manager of Hazard Adv. Co., New York.

GEORGE WASEY, after 43 months service in Naval Aviation and released as lieutenant commander, has returned to Erwin, Wasey & Co., New York, as account executive. **DORMAN C. INGRAHAM**, four years in USNR, also has returned to agency in production department.

ALLIED ARTS

PHILCO Corp. will hold a New York dealer meeting at the Waldorf-Astoria Nov. 19 to preview complete new 1946 line of Philco radio receivers, radio-phonographs, refrigerators, freezers and air conditioners. FM receiver based on new engineering principles also will be shown.

ROBERT M. BROTHERSON, former midwestern district manager of National Union Radio Corp. with headquarters in Chicago, has been named district manager of the firm for Michigan, Kentucky, southern Indiana and Ohio. He expects to move headquarters to central Michigan.

AUBREY L. JORDAN is new merchandising manager for Graybar Electric Co., Nashville, Tenn.

THOMAS V. POWELL, with Ford Motor Co. for 15 years, has been named personnel director for Hallicrafters Co., Chicago.

NANCY GOODWIN has joined the continuity staff of Tim Morrow Productions, Chicago, to write "Tin Pan Alley of the Air", sponsored on full NBC network by Leaf Gum Co. She previously was professional field worker with American Red Cross.

ADMIRAL Corp., Chicago, has started enroute its first overseas shipment of postwar products. Twenty automatic record changer phonograph attachments for radios are being given by Admiral to the American Red Cross for distribution to recreation centers in the Pacific.

YANKEE NETWORK has purchased Frederic W. Ziv Co. quarter-hour "Easy Aces" transcribed series for five-weekly 52-week presentation on WLBZ WRDO WCOU WLNH WHEP WSYB WWSR WDEV WNLC WATR WHAI WLLH WFIM WBRK WHYN WSAR. Likewise WSYR Syracuse has signed for 260 episodes of series.

RADIO'S RELIABLE RESOURCES, new firm offering complete personnel service to broadcasting, has been established at 1629 Chestnut St., Philadelphia 5, P. O. Box 413. Manager is **FRANKLIN O. PEASE**, former general manager of erstwhile Video & Sound Enterprises of Omaha and Kansas City. Director is **A. J. MONCK** and placement manager is **A. E. SMITH**.

MAJ. RALPH H. WHITMORE Jr., former CBS public relations contact, with Army discharge, has returned to Hollywood and entered talent agency business.

FRED ROTH, after four years service with AAF and released as captain, has returned to McCann-Erickson, New York, as assistant account executive.

CHARLES H. GABRIEL and **WESTON H. SETTLEMIER** have been named treasurer and secretary, respectively, of Brisacher, Van Norden & Staff, San Francisco.

M. E. CARLOCK, account executive with Benton & Bowles, New York, has been elected a vice-president of the agency. He is executive on Prudential Insurance Co. of America account.

LT. COL. FARISH JENKINS, first man to leave McCann-Erickson, New York, for the armed services, has returned as assistant account executive after five years in the Army.

NEWS

GEORGE WALSH has returned to WHAS Louisville as sports announcer. He has been in Navy for two years and was released as lieutenant (jg).

WINSTON BURDETT, CBS correspondent, has moved from Rome to Cairo to cover current disorders in Cairo and other middle eastern points.

RICHARD HOTTELET, CBS foreign correspondent, is author of a short story, "Soft Answer", in Nov. 24 Collier's.

LEE LEONARD, sportscaster of WFMJ Youngstown, O., is father of a boy.

BOB HARRIS is new member of special events and news staff of KRSC Seattle. Before three and half years service with Coast Guard public relations division, he was with KOIN-KALE Portland, Ore.

BASIL G. RUDD, formerly with St. Louis Post Dispatch and for 15 years executive secretary to Joseph Pulitzer, editor-publisher of that paper, has been appointed chief of the news bureau of KGVO Missoula, Mont.

CAPT. ELMO ISRAEL, former production manager of WSB Atlanta, Ga., produced 12 network spots and 135 local shows for Air Technical Command during nine-day AAF Fair at Wright Field, Ohio.

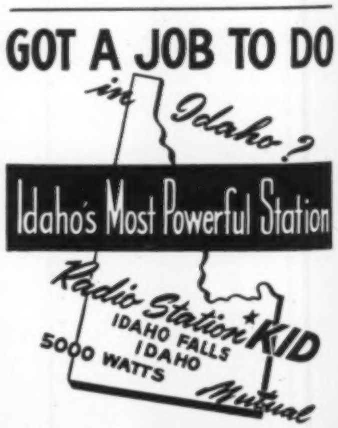
JACK HOOLEY has arrived in Paris as regular American correspondent for the French capital. He was formerly in the Pacific theater.

ED STEVENS, former Moscow correspondent for the Christian Science Monitor, has joined American as its news correspondent in that city. He will leave New York shortly to return to Moscow in time to line up a Christmas show emanating from there, slated to be first broadcast for American from that city.

ROSS McCONNELL, war correspondent for KOMO Seattle, has addressed 50 business clubs and organizations since his return to the U. S. from mission to Tokyo Bay with group of correspondents to witness Japanese surrender ceremonies aboard the USS Missouri.

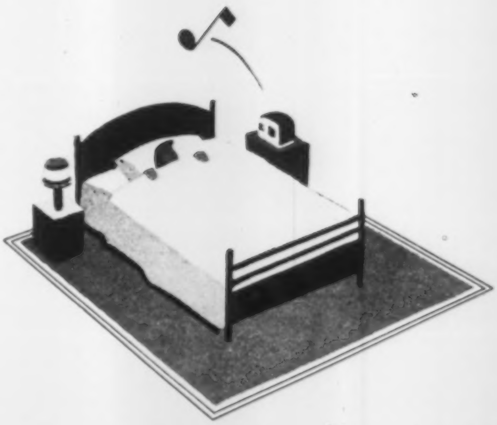
Ceremony Broadcast

PRESENTATION of Distinguished Service Cross for first time to local boy, Sgt. Robert A. Prueher, was broadcast by WCLO Janesville, Wis.



IT'S THE STATION THAT KNOWS HOW TO SAY GOODNIGHT

Not just another
late hour filler,
"Sleepy Serenade"
is a top production,
a WGAR nightcap
of music and poetry
which thousands of
Clevelanders have
learned to enjoy
seven nights a week.
We are fussy
about *"off-hours"*
because our audience
has learned to expect
good listening on WGAR
at *all hours.*



CLEVELAND'S

WGAR

THE FRIENDLY STATION

FREE
SPEECH
"MIKE"

RADIO'S XXV
ANNIVERSARY

WCMI

makes those Advertising Dollars work three ways!

OHIO
IRONTON
Russell
ASHLAND
HUNTINGTON
KY.
Catlettsburg
W. VA.

- It's only 8.5 miles from the WCMI transmitter to the center of population in Huntington, West Virginia . . . only 7.0 miles to Ironton, Ohio.
- WCMI reaches a sales responsive audience in the industrial tri-state, on a low cost per listener basis. For specific data write us —or see a John E. Pearson representative.

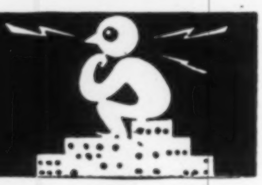
Triple Coverage *where it counts!*

WCMI
A NUNN STATION

Joseph B. Matthews, Mgr.
Ashland, Ky.-
Huntington, W. Va.

NUNN STATIONS
WCMI } Ashland, Ky. Huntington, W. Va.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

PROGRAMS



MARTIN HORRELL, McCann-Erickson producer of "Grand Central Station", broadcast Saturday on CBS for the agency's client, Pillsbury Mills, tried new technique Nov. 17 to give program an unusual continuity. He used an oral effect similar to the "dissolve" technique of motion pictures, achieving effect by having the "curtain" line of one character become first line of another character in next scene. The overlap of words was designed to produce same result as camera fade.

Women's Features

TALKS for women now scheduled five-weekly on CBC national and regional networks include "CBC Cooking School of the Air", consumer information, topical news, women in public office on duties of women as citizens; "School for Parents", dramatization of lives of women who achieved outstanding social reforms, how women can help bring permanent world peace, practical advice on successful community service and recreation projects in town and country, and talks on dress making.

New Variety Show

NEW SATURDAY morning variety show, "Wake Up and Smile", started on American on Nov. 17, 9-10 a.m., replacing Saturday edition of the "Breakfast Club". At the start of each 15-minute period, cast of program direct their remarks to an honor city to wake up its citizens with a smile. Station affiliated with American also is saluted in song each week.

Famous Orchestras

NBC sustaining series, "Orchestras of the Nation", starts its third consecutive season Dec. 15, this year augmented to include 14 major American symphony orchestras under the direction of noted conductors. Kansas City Philharmonic Orchestra opens the 24-week series. Pick-up each week will be made from home city of scheduled orchestra.

Matinee Interviews

NOW BROADCASTING from specially constructed studio in theater lobby, "RKO Matinee" program of WCOL Columbus, O., has been expanded to include audience question participation on movie stars in addition to interviews with visiting personalities. Quarter-hour program is heard daily.

State Series

TUESDAY evening talks by clergymen of state is format for new program sponsored by Georgia Power Co. on WSB Atlanta. Titled "This Is Your Georgia", series covers history, culture and current opportunities in industry, commerce, education, agriculture and education.

New on WGN

WGN Chicago introduced two new programs last week: "Ralph Slater, Hypnotist", 9 p.m. (CST) Thursday, and "Grand Ole Opry", 12:30 p.m. Saturday. Latter features American folk music and humor. Half-hour program will expand to one hour show Dec. 8.

Stories of Sea

DRAMATIC series of unsolved mysteries of the sea starts Nov. 20 on CBS "It's Maritime" as Tuesday evening program. Drama will narrate what is known of lost ships and then follow with a logical and entertaining dramatization of what might have happened to them.

Rackets Exposed

CAMPAIGN against racketeering is basis of series of new Mutual Sunday series, "Racket Smasher". Dramatizations deal with racketeering in its most modern forms and are produced in cooperation with the Better Business Bureau, which provides actual case histories.

Science Dramas

HOW SCIENCE helps in everyday life is theme of a new 26-week dramatic series "Science a la Mode" on CBC Dominion network. Series includes lessons relating how scientific research is conducted, how science makes living more comfortable, how science moves freight and people, development of aviation, radio, telephone, television, benefits of radar for human safety, science and sports and similar subjects.

Local Events

OPEN to social and civic announcements and speakers, new public service program heard on WHYN Holyoke, Mass., is titled "Northampton Merry-Go-Round". Local news items are presented by Daily Hampshire Gazette. Program is heard daily 3-3:30 p.m.

Music News

MUSIC news of the week, behind the scenes stories of the music world and guest artists, will be featured on "Music Memos" on WLIB New York starting Nov. 22. Thursday series is conducted by Harriet Johnson, author and music columnist of New York Post.

Industry Plans

PHILADELPHIA industrial leaders discuss their opinions of business trends and reconversion plans on new program of WIP Philadelphia. Public is requested to submit questions to speakers or suggestions on guests they wish to hear.

French Show

RECIPROCAL programs shortwaved from Radio France are now being heard on WLW Cincinnati which for several months has been feeding programs to the French system.

Dickens' 'Carol'

HALF-HOUR version of Dickens' "A Christmas Carol", starring Tom Terriss as Ebenezer Scrooge, has been transcribed for local sponsorship by Kasper-Gordon Inc., Boston.

WAR SHIPPING Adm. new transcribed series, "Heroes of the Merchant Marine", is being released on more than 200 stations according to Universal Recording Division, San Francisco.

Orchestra Schedule

FOURTEEN major American symphony orchestras are included in the broadcast schedule of *Orchestras of the Nation*, which marked its third consecutive season, as an NBC sustainer Dec. 15 (2-3 p.m.).

The Kansas City Philharmonic Orchestra, conducted by Efram Kurtz opened the 24-week series. In each instance pick-ups will be made from the home city of the featured orchestra. Roster of orchestras and their conductors include: Cincinnati Symphony, Eugene Goossens (April 6 and 13); Columbus Philharmonic, Izler Solomon (Feb. 16-Mar. 16); Denver Symphony, Saul Caston (Mar. 23-30); Eastman School Symphony, Howard Hanson (May 4, 18-25); Harrisburg Symphony, George Raudenbush (Apr. 20); Kansas City Philharmonic, Efrem Kurtz (Dec. 15-Jan. 20); Kansas City Philharmonic, Robert Whitney (Dec. 22); NBC Symphony, from Columbia University Festival, (May 11); New Orleans Symphony, Massimo Freccia (Mar. 2-9); Oklahoma State Symphony, Victor Allesandro (Feb. 23); Pittsburgh Symphony, Fritz Reiner (Jan. 12-19); Rochester Symphony, Guy Frazier Harrison (Dec. 29-Jan. 5); St. Louis Symphony, Vladimir Golschmann (Feb. 2-9) and Southern Symphony, Carl Bamberger (Apr. 27).

Frigidaire Is to Sponsor Half Hour Show on CBS

NEGOTIATIONS, which have been in progress for the past month, were completed in Hollywood last week for Frigidaire Division, General Motors Corp., Dayton, to premiere a weekly half-hour network show *Frigidaire 20th Century Air Theater*, beginning Jan. 6, 2-2:30 p.m. EST Sunday on full CBS network.

Frigidaire will utilize properties of 20th Century Studios, including stories, stars and supporting players, and cost has been estimated at approximately $25,000 per week, including air time and production. Typical of the list of properties made available for the show are (stories) "A Tree Grows in Brooklyn," "Lifeboat," "Wilson," "Dolly Sisters," etc. . . . (talent) Alice Faye, Betty Grable, Fred MacMurray, John Hodiak, etc. . . .

Producer, director and announcer for the shows have not yet been announced. Contract for 52 weeks calls for five-year option, in addition to weekly schedule through 1946, and was placed thru Foote, Cone & Belding Agency.

Westinghouse Net Drops

WESTINGHOUSE Electric Corp. had net income of $13,673,825 for first 9 months of 1945, decrease of 18% as compared to net of $16,711,097 for same period of 1944. Net billings for 9-month period were $518,869,515, down 15% from 1944. Decrease was attributed to termination of war contracts and to 20-day strike during September at six Westinghouse plants.

Clinics to Be Annual

CBS PROGRAM clinics will be an annual affair, Douglas Coulter, vice-president in charge of programs, has announced following a unanimous vote of approval of last summer's sessions by the 93 program managers who attended them. As this year, separate, concurrent clinics will be held in New York and Los Angeles, but the 1946 sessions will probably be held in the spring instead of July.

★ *The Largest* ★
TRANSCRIPTION LIBRARY
TO FILL ALL REQUIREMENTS
•
AMERICAN FOLK MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

"Throw Your Voice Where It Will Do the Most Good!"

Hi Yo Silver
minge

Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

Go-getting merchandisemen promote the retail outlets right to the last customer. Tested types of promotion are used to insure the WXYZ advertiser the best possible results.

WXYZ

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.
Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.

This week on
KFI

THE CASE OF
THE SATISFIED CLIENT

To that impressive list of local advertisers on KFI (because this station is the best radio buy in Los Angeles) can be added the name of Packard-Bell Company, peacetime producers of radios and radio combinations. We were recently talking to Howard D. Thomas, Jr.... P-B's young general manager ... and he told us that nary a day goes by that a healthy number of dealers, distributors and consumers don't call Packard-Bell to find out when their post-war radio phonographs will be on the market. Moreover, these inquiries are directly traceable to their half-hour program, "Phonocord Family Party," Saturday nites at 9:30. Aside from being a right smart testimonial for the pulling power of Station KFI, this little story points to another wise advertiser who took to the air when he had nothing to sell to safeguard his position as the West's leading manufacturer of radios.

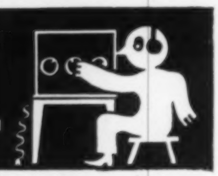
•

HAIL THE CONQUERING HERO

First KFI staff announcer to return to the station since the war's end is Al Poska. Fondly remembered by listeners as the principal on "Poor Poska's Almanac," Al has been in the Navy for over three years and spent eighteen months in the Mediterranean Theatre. Along this line, statistics on KFI personnel show that thirty-seven persons went to the armed forces, four have returned and we can gratefully report there were no casualties among any of them.

CLEAR CHANNEL
640 KILOCYCLES
KFI
50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

TECHNICAL



LT. COMDR. RICHARD M. MATHES, USNR, released from active duty in Navy Bureau of Ships, has joined Finch Telecommunications, Passaic, N. J., as chief engineer and plant manager. While in the Navy he assisted **CAPT. W. G. H. FINCH**, president of the company which specializes in facsimile equipment, in developing and designing special electronic apparatus for use by Navy ships and aircraft. Mathes had been with RCA laboratories engaged in the developing of facsimile equipment and related research since 1925.

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs., was main speaker at a luncheon meeting of the Newark Ad Club on Nov. 12.

NEW BOOK. "Television Programming and Production", by **RICHARD HUBBELL**, television consultant for WLW Cincinnati and The Crosley Corp., is now being used as basic text for television courses of New York U., Yale U. School of Drama and Fine Arts, and U. of California.

RAY WOLFE is new addition to engineering staff of WFIL Philadelphia.

JACK BEEBE has been placed in charge of manufacturing and distribution of S-N-C transformers made by Swain Nelson Co., Glenview, Ill., radio, electronic and photographic equipment manufacturer. He formerly was with the manufacturing and sales divisions of Thordarson Electric Mfg. Co.

STEVEN C. GARCIA, released from Maritime Service as lieutenant, has returned to engineering staff of WKBZ Muskegon, Mich.

BILL HOWARD, released from Royal Canadian Navy, has joined engineering staff of CBR Vancouver.

TOM RASNOVICH, released from the Army as a captain with the infantry in China-Burma area, has returned to the engineering staff of KFRC San Francisco.

JOHN MITCHELL, in Army service since June 1943, has returned to WLW Cincinnati as studio technician.

ROBERT H. SIMISTER, engineer of WPRO Providence, R. I., Nov. 18 was to marry Florence H. Parker.

THEILL SHARPE, JIM SPECK and **PAUL BOSTAPH**, following discharge from the AAF as majors, have rejoined engineering staff of WFAA-KGKO Dallas-Fort Worth.

BERT SATHER, in Army for four years and CBI veteran, is now engineer with KYSM Mankato, Minn.

NAVIGATIONAL radar designed especially for the Merchant Marine and featuring simplified operation and compact design has been announced by Raytheon Mfg. Co., Waltham, Mass. Called "Raytheon Raydar", equipment comprises three units, antenna, transmitter-receiver and indicator, and is designed to operate from shipboard 115-volt power source with an expected maximum range of 15 to 20 miles for large surface objects such as type C-3 ships, or four to six miles for small objects such as bell buoys. Complete installations probably will be made to Merchant Marine operators for less than $10,000, company said.

Pointless Elk

EMPLOYES at WBBM-CBS, Chicago, had their meat problem solved for them the other day by a faithful listener. Mrs. Nellie Severance Karst, Montana ranch owner and fervent follower of CBS' *Ma Perkins*, was so pleased after meeting the cast on a visit to WBBM, that she has promised to send them an elk. She neglected to say whether the elk would arrive on the hoof or ready for immediate consumption, which has "Ma" worried.

WHEN the control operator of WCHS Charleston, W. Va., key station of the West Virginia Network, failed to show up to put the station on the air one morning, Charles Banks (above), station custodian, took over the operator's engineering duties until the regular man arrived. He explained he had been watching the operations for years, had always hoped some day to have a chance to handle them himself. Station claims he is first Negro control operator in any U. S. station.

A TOTAL of 3,000,000 stamps has been received at WABC New York for the "Stamps for the Wounded Society", which turns stamps over to hospitalized veterans for therapeutic measures.

Egan Is Elected President Of Western Union Co.

JOSEPH L. EGAN, since January 1939 vice-president in charge of public relations of Western Union Telegraph Co., has been elected president of the company. He will take office Dec. 15, succeeding A. N. Williams, who becomes chairman of the board.

Western Union earned a net income of $7,891,953 for the 12 months ended Sept. 30, compared with $7,365,761 for preceding year. Gross operating revenues were $188,663,377 for year ended Sept. 30, 1945; $185,599,106 for year ended Sept. 30, 1944. For first nine months of 1945 gross was $141,955,502 and net $5,656,528, compared with gross of $139,195,768 and net of $5,421,967 for same period in 1944.

'Marathons'

THROUGH an improved design by Sylvania Electric Products Inc., New York, the life of the famous early radar transmitting tube, VT-127-A, was increased more than 30 times, from 300 to 10,000 hours, the company reports. Specifications of the armed forces called for a minimum life of 500 hours in radar service, and tubes showed no signs of failure at the end of 10,000 hours. Signal Corps nicknamed them "The Marathons."

'QUOTING AMERICA'
Offered by Cowles Group To Other Stations

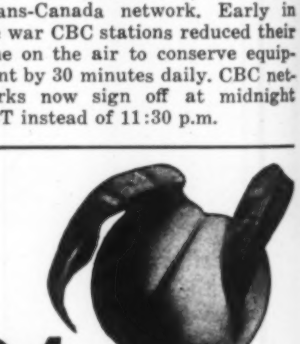
A DIGEST of radio, newspaper, and magazine opinion on issues of the day, *Quoting America*, is breaking down the long-standing taboo concerning the mentioning of other networks and opposition commentators. Developed and tested by Cowles Broadcasting Co., the program is now being offered to stations throughout the country. Seven stations, besides the Cowles outlets, are carrying it.

On the theory that the 60 commentators and radio analysts who broadcast regularly are probably the greatest single influence in interpreting and shaping American public opinion, *Quoting America* gives a cross-section of the views of these commentators and adds newspaper and magazine opinions. Opposing points of view are included to give a balanced treatment to controversial issues on the "forum by quotation".

Cowles tested the program on its own stations for more than six months. On WCOP Boston it is used as a weekly quarter-hour program. On WOL Washington it is part of a nightly quarter-hour news roundup. On WNAX Yankton, S. D., it is a late-evening 10-minute show. Cowles has now made it available in script form to other stations. Those currently using it include WHEC WTIC KCMO WGBS WHBF WDAS WCOA.

CBC Peace-Time Hours

PEACE-TIME hours of operation have been resumed by the CBC Trans-Canada network. Early in the war CBC stations reduced their time on the air to conserve equipment by 30 minutes daily. CBC networks now sign off at midnight EST instead of 11:30 p.m.



24 *years of profitable peach fuzz*

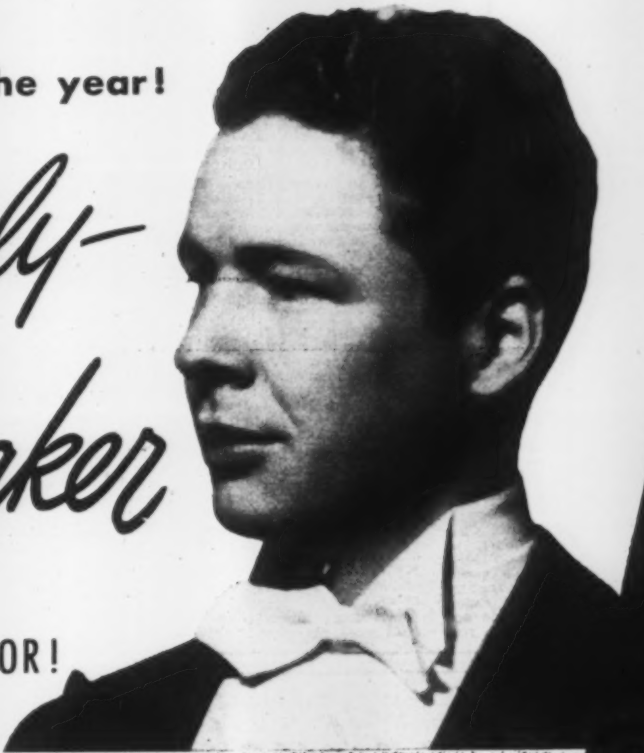
Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

A NEW HIGH IN TRANSCRIBED ENTERTAINMENT!

The hit show of the year!

★ Sincerely— Kenny Baker



AMERICA'S FAVORITE TENOR!

Songs you like to hear—the way you like to hear them. Hear Kenny and Donna sing the songs they've made famous on stage, screen and radio! A grand new musical show currently sponsored by the biggest names in the national spot field . . . still available in several markets.

write for availabilities

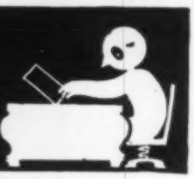
with
- ★ **DONNA DAE**
- ★ **JIMMY WALLINGTON**
- ★ **BUDDY COLE and his music**

FROM THE HOUSE OF HITS

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, O.
NEW YORK
HOLLYWOOD

SPONSORS



ADAM HAT STORES Inc., New York, Nov. 12 started spot announcements in 41 Adam Store cities throughout the country in a six-week campaign through Dec. 22. New York stations carrying daily announcements include WNEW WHN WMCA WINS WLIB WHOM WBYN, WAAT Newark and WPAT Paterson. Radio campaign totals about $50,000. Agency is Buchanan & Co., New York.

CAROLYN GRAEVES, formerly in charge of publishing instruction books on knitting and crocheting for the Spool Cotton Co., has been appointed advertising manager of Weinreich Bros. Co., New York, creator of Marvella Pearls. Weinreich sponsors "Great Names In Music" three times weekly on WQXR New York, through Abbott Kimball Co., New York.

WILLIAM ROSS, released from the Army after two and a half years, has rejoined Lord Jeff Knitting Co., New York, as director of advertising and sales.

PARAMOUNT COSMETICS Inc., New York, has placed its account with Madison Adv. Co., New York. Radio is considered for early next year.

A. M. PRODUCTS, Greensboro, N. C. (A. M. Liquid Shave Cream), has appointed Madison Adv. Co., New York, to handle advertising campaign. Radio campaign is to start in February.

ANITA of PARIS, New York (perfumes, toilet waters), has appointed L. W. Lewin Co., New York, to handle advertising campaign. Radio is said to be considered.

WOLVERINE HOTEL, Detroit, plans soon to begin its first radio spot campaign, using three spots weekly on 5 to 10 stations for 52 weeks. Agency is First United Broadcasters. Hotel recently was purchased by **OSCAR FRIEDER**, president of Willard Tablet Co., Chicago, veteran radio advertiser.

UTILITIES Engineering Institute, Chicago (industrial training school), in first use of radio since war, on Nov. 26 is to begin sponsorship of a series of quarter-hour transcriptions featuring Wendell Hall, "the redheaded music maker", on 10 to 12 stations not yet selected. Test campaign will run for 13 weeks and is being placed by First United Broadcasters, Chicago.

CLAIROL Inc., Stamford, Conn. (hair treatment), has appointed Roy S. Durstine Inc., New York, as agency. Radio is considered.

S. C. JOHNSON & SONS, Racine, Wis. (Drax), following 13 week test campaign on KROS Clinton, Ia., and WDRC Hartford, Conn., has renewed sponsorship of participations and spots on the two stations effective Nov. 19 for an additional 13 weeks. Agency is Needham, Louis & Brorby, Chicago.

EASE Inc., Los Angeles (soapless washing powder), in a 52-week campaign on Nov. 7 started using daily transcribed announcements on five local area stations. List includes KFWB KFAC KMPC KFVD KPAS. Campaign will be expanded to include other Pacific Coast markets as distribution is established. Agency, Dean Simmons Adv., Los Angeles.

HACKER-BYRNES Corp., Los Angeles (kitchen ensemble), new to radio, on Nov. 12 started sponsoring a thrice-weekly-quarter-hour man-on-the-street program, "Battling Around With Battersea", on KHJ Hollywood. Contract is for 52 weeks. Raymond Keane Adv., Los Angeles, is agency.

PETROL Corp., Los Angeles (PDQ gasoline), expanding to northern California area, on Nov. 7 started for 52 weeks using daily transcribed announcements on San Francisco stations KPO KFRC KQW KJBS KGO. Firm in late November also renews for 52 weeks similar schedule on KECA KNX KFI KFAC KFWB KMPC KFXM KFSD KHJ. Agency, McNeill & McCleary Adv., Los Angeles.

LEAR Inc., home radio division, will continue American network Sunday program "Orson Welles Almanac" through 1946 to advertise Lear radio receivers. Full color pages in Saturday Evening Post, Colliers, Liberty and other national magazines and a campaign in radio trade papers also will be coordinated with other dealer helps. Agency is Arthur Kudner Inc., New York.

KRAFT CHEESE Co., Chicago, has placed account for two new products to be announced soon with Dancer-Fitzgerald-Sample.

HADLEY FALLS TRUST Co., Holyoke, Mass., has purchased WHYN Holyoke "Playhouse of Favorites" program, Sunday 2-2:30 p.m. Program presents classic literature.

LEDER BROS., regional department store in eastern North Carolina, now sponsors Clifton Beckwith, local mountain ballad singer, Tuesday through Friday 12:30-12:45 p.m. on WPTF Raleigh, N. C. Firm also has started Sunday quarter-hour afternoon organ music series by Kingham Scott. Both contracts are for 52 weeks.

FIRST NATIONAL BANK, Dallas, Tex., is now sponsoring quarter-hour weekly "Southwest Magazine of the Air" program on WFAA Dallas. Program spotlights personalities in the news and dramatizes features of interest to area. Agency is Rogers & Smith, Dallas.

INTERNATIONAL Vitamin Corp., New York (American Home Products Corp. division); Clopay Corp., Cincinnati; Cimcool Division of Cincinnati Milling Machine Co. and Bavarian Brewing Co., Covington, Ky., have placed their accounts with Ralph H. Jones Co., Cincinnati.

CALCASIEU Baking Co., Lake Charles, La., has signed for five-weekly sponsorship on KPLC Lake Charles of "Easy Aces", quarter-hour series transcribed by Frederic W. Ziv Co., New York. Contract for 52 weeks is effective January 1.

BOWMAN GUM Inc., Philadelphia, has placed six station breaks weekly for 52 weeks for Warren's Gum on KYW Philadelphia, through Franklin Bruck Adv. Agency, New York. Other new accounts include: Castle Coal Co., Philadelphia, six station breaks weekly for 26 weeks, through Earle A. Buckley Adv. Agency, Philadelphia; Corn Exchange National Bank & Trust Co., Philadelphia, one-minute announcement weekly for 52 weeks, through Neal D. Ivey Co., Philadelphia.

SONTAG DRUG Co., Los Angeles, on Nov. 19 starts six-weekly quarter-hour newscast on KHJ Hollywood for 52 weeks.

BILL WILLIAMS Used Cars, New York, is now sponsoring on WINS New York Sunday afternoon "Bill Williams Club of the Air", hour program of which a quarter-hour is devoted to national men's organization of that name organized by the used car dealer who is also editor of True, magazine for men published by Fawcett Publications Inc., New York. Agency for account is Klinger Adv., New York.

DEARBORN INDUSTRIES, Chicago (electrical appliances dealer), has appointed Rocklin Irving & Assoc., Chicago, to handle advertising. Dearborn Nov. 9 began sponsorship of four quarter-hour shows weekly on WJJD Chicago.

CANADIAN INDUSTRIAL ALCOHOL Co., Montreal (Maple Leaf Anti-Freeze), is using transcribed spots twice daily on a number of Canadian stations. Agency is Stevenson & Scott, Montreal.

MAX FACTOR & Co., Toronto (cosmetics), is using spots on 23 Canadian stations. Agency is Ted H. Factor Adv. Agency, Hollywood.

DR. L. R. CLARK, Seattle (dentist), has started sponsoring Associated Broadcasting Corp. series, John B. Hughes—News, locally five times per week on KRSC Seattle. Contract for 52 weeks placed through Radio Sales Corp., Seattle.

SHORTY BEVERAGES, Toronto, has started spots six-weekly on CKEY Toronto. Agency, Frontenac Broadcasting Agency, Toronto.

NEW YORK Telephone Co. (toll calls) has started one-minute announcements daily on New York stations WABC WOR WJZ WEAF. Spots were renewed on WNEW New York for Nov. 12-Feb. 8 period. Agency is BBDO New York.

PETER PAUL Inc., Naugatuck, Conn., starts Don Hollenbeck, WJZ New York news commentator, five time weekly effective Dec. 31. Contract for 52 weeks was placed through Platt-Forbes Inc., New York. 400 Restaurant Inc., New York, has purchased one-minute participations in "Rumpus Room" on WJZ Mon.-Wed.-Fri., effective Nov. 5 for 13 weeks. Agency is Knickerbocker Adv. Co., New York. Consolidated Razor Blade Co., Jersey City (Berkeley Razor Blades), starts one-minute participations on "Here's Morgan" on WJZ starting Nov. 22 for 52 weeks. Agency is Grey Adv. Agency, New York.

JOSEPH HORNE Co., Pittsburgh, Nov. 15 started sponsorship on WCAE Pittsburgh of Monday through Friday 5:15-5:30 p.m. "Christmas Adventures of Cloudchaser, Betty and Bob". Contract effective through Dec. 21.

BENSON SHOPS, Los Angeles (institutional), Nov. 12 started for 52 weeks sponsoring five-minute live program, "Ozzie Waters & His Guitar" on KNX Hollywood. Agency, Adolphe Wenland Adv., Hollywood.

DR. F. E. CAMPBELL, Los Angeles (credit dentist), adding to list of southern California stations, on Nov. 19 starts using 30 spots weekly on KFAC Los Angeles. Contract is for 52 weeks. Agency is Allied Adv. Agencies, Los Angeles.

KORDIN SALES, Chicago (perfume and cosmetic house), began sponsorship Oct. 29 of six quarter-hour shows weekly on WJJD Chicago for 13 weeks. Contract placed by Rocklin Irving & Assoc., Chicago.

NEW ADVERTISERS on American since Jan. 1 include: Benjamin Moore, Equitable Life Assurance Society of the U. S., Pinaud Inc., General Baking Co., Pacific Coast Borax, Pharma-Craft Corp., Mars Inc., Prudential Life Insurance Co., U. S. Steel Corp., L. E. Waterman Co., Ward Baking Co., Lear Inc., H. Fendrich Inc., Armour & Co., William Wise & Co., B. F. Goodrich Co., Wildroot Co., Christian Science Publishing Society and Frank H. Lee Co. On Pacific Coast following new accounts have started on American since Jan[illegible]: Guittard Chocolate Co., Chemicals Inc., Foster-Milburn Co., Hunt Packing Co., Signal Oil Co., Iodent Chemical Co.

COMFORT MANUFACTURING Co., Chicago, effective Nov. 19 begins participation in "Sunrise Salute" and "Housewives' Protective League," 5 times weekly on WBBM Chicago. Both shows feature Paul Gibson. Contracts for 13 weeks were placed by McJunkin Advertising Co., Chicago.

GOLDEN FLEECE Co., New York (tissues and sanitary napkins), has appointed Gray & Rogers, Philadelphia, as agency.

PHILADELPHIA Certified Milk Products Assn. has placed one 15-minute studio program weekly for 37 weeks on WFIL Philadelphia, through Clements Adv. Agency, Philadelphia. Other new business at station includes: Yager Liniment Co., Baltimore, five announcements per week for eight weeks through Harvey-Massengale Co., Durham, N. C.; Armour Soap Works, Chicago (Chiffon Flakes), five chain break announcements weekly for 52 weeks, through Foote, Cone & Belding, Chicago; BC Remedy Co. (headache powders), 10 chain breaks and minute spot announcements weekly for 52 weeks, through Harvey-Massengale Co., Atlanta.

PENNBROOK MILK Co., Philadelphia, has appointed Seberhagen Inc., Philadelphia, to handle advertising.

KELITE PRODUCTS Inc., Los Angeles (Kenu), on Jan. 1 starts 52 weeks participation in "Meet the Missus" on 14 CBS western stations, Tuesday 2:45-3 p.m. (PST). Agency is Little & Co., Los Angeles.

HAROLD F. RITCHIE & Co., Toronto (Dipfoam cleanser), is to start a spot campaign in early 1946. Agency, Tandy Adv. Agency, Toronto.

CUDAHY PACKING Co., Toronto (Old Dutch cleanser), has named Grant Adv. of Canada, Toronto, to handle account.

BRITISH CERAMICS & CRYSTAL of Canada, Toronto (china and glassware), has started half-hour musical program weekly on CHUM Toronto. Agency, F. H. Hayhurst Co., Toronto.

WHITE LABS., Toronto (Feenamint), has started one-minute spots on large number of Canadian stations. Agency, Baker Adv. Agency, Toronto.

75 million bucks ain't *hay!

Not hay—but $75,549,000* gross packed value in vegetables and citrus fruits was produced in nine of the eleven counties in the WIOD primary area — 1944-45 season.

How do you reach this market? . . . Silly boy!

*Annual Florida State Marketing Report.

WIOD MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

"WHEN THE BOYS COME HOME"

Each week on Denver's KOA—veterans, and the families of veterans-to-be, get the low-down on their future

One week, it's "The Veteran's Re-employment Rights." Another, it's "The Veteran and His G. I. Insurance." Whatever the problem, KOA brings to its microphones the men who know most about it.

A real G. I. asks the questions. And veterans and their families all over the Rocky Mountain West get the straight dope.

This series, which has the cooperation of the Colorado State Veterans Advisory Council—and the active support of Denver business, government and veterans' affairs representatives, shows what a public spirited radio station can do in bringing reliable information to the people it serves. On KOA, this is just one example of many . . .

--No wonder KOA's *FIRST!*

FIRST in DENVER
KOA
50,000 watts 850 KC
Represented by NBC SPOT SALES

First in PROGRAMS

First in LISTENER LOYALTY

First in COVERAGE

First in POWER

and, for all these reasons . . .
FIRST IN DEALER PREFERENCE
(Ross-Federal figures prove it)

PROMOTION

CARL SUTPHIN, former sales promotion manager of American Broadcasting Co., central division, Chicago, has returned to that post following release from the Army.

JACK WILLIAMS Jr., son of **JACK WILLIAMS**, president of WAYX Waycross, Ga., and editor - publisher of Waycross Journal-Herald, has been named city editor of the paper following return from armed services. In addition to other duties he will serve in public relations capacity for both WAYX and the paper, of which he was telegraph editor before entering the Army. Williams Jr. has served in ETO and was awarded four battle stars.

J. Williams Jr.

EDWARD FEINTHAL, assistant director of sales promotion for WLW Cincinnati, has been elected town clerk of Montgomery, O., suburb of Cincinnati.

JOSEPHINE THOMAS has been named head of guest relations for KYW Philadelphia.

LLOYD BROWNFIELD, CBS western division director of press information, is in New York for home office conferences on West Coast originating programs.

CHRISTOPHER CROSS, public relations director of the BBC in New York, is the author of "Soldiers of God" (E. P. Dutton & Co., New York, $2.75). Written in collaboration with Maj. Gen. William R. Arnold, former chief, U. S. Army Chaplains, book is story of American clergymen on the battlefield, drawn from experiences of almost 8,000 members of the Army Chaplains Corps. Mr. Cross is also the author of "My Fighting Congregation", book about an Army chaplain in combat in World War II.

TED OBERFELDER, American manager of audience promotion, leaves Nov. 19 for Minneapolis.

DOROTHLY LEFFLER, with CBS since 1942 and previously active in publicity and promotion for Harper's Bazaar, Bobbs-Merrill Publishing Co., Elizabeth Arden, Dorothy Gray and Elizabeth Maher, has been appointed magazine division manager of the CBS press information department. **WALTER J. MURPHY**, publicity manager of WEEI Boston before entering the Army in December 1942, has returned to civilian status and has joined the magazine division. While in service, Murphy wrote two War Dept. training manuals, worked on War Loan drives and arranged for local and network broadcasts.

ROBERT G. SEWELL, of American's audience promotion department, is father of a boy, Robert Gregory.

WILLIAM McGRATH, WNEW New York sales promotion and television director, lectured on activities in radio and television to combined radio classes at Syracuse U., Nov. 16.

Forest Lawn Folder

USING "ladies and gentlemen", opening line to "Easy Aces" broadcasts, a booklet by the same title has been prepared by Forest Lawn Life Insurance Co., Glendale, Cal., introducing Goodman and Jane Ace as "America's funniest husband and wife". Booklet describes how program started in 1931 when the team unexpectedly had to ad lib for a quarter-hour broadcast on a local station. Unrehearsed program scored such a success that Aces were asked to continue it as regular program, which soon became a coast-to-coast network show. Forest Lawn now sponsors transcribed version locally.

PREVIEWING Piper Cub monoplane awarded 15-year-old Bill Heher (absent) of Franklin, Pa., as winner of Jack Armstrong Name-Your-Plane contest, are (l to r): Bob Leren and Fred Lamb, both of Knox Reeves Adv., Minneapolis; Beverly Frisbie, associate manager of aircenter at Mandel's, Chicago department store; E. R. Peterson, American Broadcasting Co. network salesman, and Russ Neff, radio director of Knox Reeves. Contest was conducted by General Mills, sponsors of "Jack Armstrong Show" Monday through Friday on American Broadcasting Co.

Breakfast Programs

PART OF PROMOTION campaign conducted by WLW Cincinnati for "Linda's First Love", program sponsored on WLW and a number of other stations across the country by Kroger Grocery & Baking Co., Cincinnati, consists of series of breakfast broadcasts in WLW area of Ruth Lyons "Morning Matinee" program. Ralph H. Jones Co., Cincinnati, is handling overall campaign [BROADCASTING, Oct. 8].

Drug Displays

COOPERATIVE promotion project has been arranged by WISN Milwaukee with retail druggists in the county for year-round merchandise and program promotion displays in windows and counters of stores. Displays are being installed in groups of 25 and are to cover entire area. Colored material promotes WISN and CBS drug-sponsored programs include dummies of products advertised.

Sports Calendar

SPORTS calendar promotion piece is being distributed by WKBZ Muskegon, Mich., for posting on bulletin boards in industrial firms, bowling alleys, schools and barber shops in area. Sized 14 x 20 inches and printed in blue and gold, calendar lists sports programs heard on WKBZ, covering local school sports schedules and other features.

WFIL Availabilities

FOUR PAGE "Produced by WFIL" promotion piece has been prepared by the Philadelphia station to advertise six locally produced programs available for sponsorship. Programs are "Hayloft Hoedown", "This Week in Philadelphia", "Sleepy Hollow Gang", "Junior Music Hall", "Corcoran Speaking" and "Tom Moorhead—Sportscasts".

WNAX Album

MAGAZINE-STYLED album and fall program guide has been prepared by WNAX Yankton, S. D., for offering to listeners at 25 cents per copy. Album contains photos of all officers and staff members of station, 13 photos taken on annual Midwest Farmer Day and pictures of stars of American Broadcasting Co. network programs heard on WNAX.

CAB Booklet

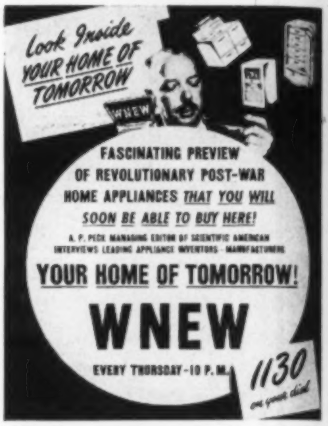
BOOKLET titled "This Is Your New and Expanded CAB" has been issued by the Cooperative Analysis of Broadcasting to outline and relate purpose of organization, its history, new expansions in service and facilities, structure and operational activities.

Armstrong Portfolio

ARMSTRONG RUBBER Co., Westhaven, Conn., has sent to its dealers throughout the country a portfolio listing cooperative advertising aids which includes series of one minute radio announcements. Agency is Maxon Inc., New York.

Plenty of Cards

CAR CARD competion is heavy in St. Louis area with radio holding more than its own in that media of advertising. Nearly every St. Louis area outlet, KWK WIL KSD KXOK WTMV, is using interior and/or exterior car cards to promote station and programs.


Look Inside
YOUR HOME OF TOMORROW
WNEW
FASCINATING PREVIEW OF REVOLUTIONARY POST-WAR HOME APPLIANCES THAT YOU WILL SOON BE ABLE TO BUY HERE!
A. P. PECK MANAGING EDITOR OF SCIENTIFIC AMERICAN INTERVIEWS LEADING APPLIANCE INVENTORS - MANUFACTURERS
YOUR HOME OF TOMORROW!
WNEW
EVERY THURSDAY - 10 P. M.
1130
on your dial

POSTER for WNEW New York weekly "Your Home of Tomorrow" program is being sent to more than 500 New York and New Jersey household appliance stores for counter or window displays. Conducted by A. P. Peck, program features interviews with appliance inventors and manufacturers and advance information on new devices for the home. Poster is printed in five colors and is 14 x 18 inches in size.

Program Ad

FORD MOTOR Co., Dearborn, has taken a color page in Life Magazine for issue of Dec. 21 to advertise special broadcast of "Ford Sunday Evening Hour" on American, Sunday, Dec. 23, which will feature a quartet of noted singers. Agency is Kenyon & Eckhardt, New York.

Allen Folder

FOLDER titled "A Medal for Allen" has been issued by NBC in observance of Fred Allen's return to network for Standard Brands.

WBT Promotion

WBT Charlotte, N. C., is mailing letter and folder, titled "No Skeletons in Our Closet", to agencies and sponsors. Copy relates "long-time record of picking of talent that goes to the top".

NAB Radio News Clinic Discusses Law on Libel

EFFECT of libel law on radio stations was presented to the first of a series of NAB news clinics Nov. 16 at Springfield, Ill. Dr. Fred S. Seibert, director, U. of Illinois School of Journalism, offered a treatise on the subject, based on experience of broadcast stations.

Representing NAB at the clinic, were E. R. Vadeboncoeur, WSYR Syracuse vice-president and chairman of the NAB Radio News Committee, and Arthur Stringer, NAB Director of Promotion, Committee, secretary. Hosts were WCBS and WTAX Springfield.

No. 305

STOP WATCHES
Now Available
FROM STOCK

GALLET • GALCO • SECURITY TIMERS

Send for catalog showing complete line suitable for radio work

No Priority Necessary

M. J. STILLMAN CO., INC.
Established 1914
116 S. Michigan Ave. Chicago 3, Ill.

OBLIGATION

Our War Bond dollars helped to make victory possible.

It is now our obligation to bring our armed forces home, care for our wounded, maintain our occupation troops, provide veteran rehabilitation, care for the dependents of those who made the supreme sacrifice.

BUY VICTORY BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION

Typical Rates For AIR EXPRESS

TYPICAL RATE CHART

AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.40	3.5
349	1.04	1.25	2.63	4.20	10.5
549	1.11	1.52	4.38	7.00	17.5
1049	1.26	2.19	8.75	14.00	35.
2349	1.65	4.03	20.13	32.20	80.5
Over 2350	1.68	4.20	21.00	33.60	84.

Rates now in effect

RATES SHOWN above include special pick-up and special delivery of shipments in major United States towns and cities — with 3-mile-a-minute speed of flight in between.

SAME-DAY DELIVERY is possible in many cases. If your shipment is moving to or from an off-airline point, rapid air-rail schedules serve 23,000 such points in the United States. Service direct by air to and from scores of foreign countries.

WHEN TIME MEANS MONEY — an order gained, a customer better served — Air Express "earns its weight in gold."

WRITE TODAY for "Jig Saw Puzzle," a booklet packed with facts that will help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS

GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

Service Front

(*Continued from page 32*)

contest between two generals and a colonel and three GI's. Incidentally, GI's won. Another featured contest was between nurses on board and GI's, with nurses coming out ahead. In this manner, AFN brought together for first time on shipboard a group of officers and enlisted men under informal social conditions.

* * *

Grateful for Radio

UNDER CONSTANT penalty of death in a Japanese prison camp, Victor Clarke Besancon and his comrades of U. S. Navy listened every night for three and a half years to Associated Broadcasters Inc. international shortwave stations KWID KWIX San Francisco, over a stolen receiver concealed in the prison floor.

Chief Besancon, who prior to entering service 12 years ago as aviation chief radioman, was assistant engineer of KONO San Antonio, Texas, told of his experiences at KSFO San Francisco. On second day after his arrival in United States he came to express his appreciation for the broadcasts. Explaining that their shortwave receiver was stolen from a nearby farmhouse, he told how it was concealed under the floor with two wires leading to the earphones. Through daily KWID KWIX broadcasts, prisoners followed course of the war, Japanese peace feelers and final news of surrender.

* * *

Pile of Junk

IT LOOKS like a pile of junk that might have been thrown together by a radio ham back in the 20's. That's what they say about KMPI, the 10-watter owned and operated by the 51st General Hospital at Fort McKinley near Manila. But the station that was built from radio parts salvaged from wrecked Jap planes and odd bits of Signal Corps equipment is furnishing daily entertainment and news to hundreds of patients and troops in the area.

Hospital personnel proudly claim that KMPI is the only station operated by and for a hospital in the Western Pacific. It was first established at Hollandia, Dutch New Guinea, growing out of a public address system. When the hospital was transferred to Fort McKinley, the station was brought along and is now set up in the basement of hospital headquarters. More than 60 receivers in the barracks, mess halls and hospital wards pick up programs seven hours a day.

It is affiliated with the AFRS and gets transcribed programs from that branch, and the Army News Service from there.

Capt. Howard M. Braunstein heads the station, with S/Sgt. Walt Knowles chief announcer. Sgt. John A. Lauro is program director and orchestra conductor, with Sgt. Jack Rawlinson sportscaster. Corp. Mark McClintock is chief engineer, and he also puts on some special request shows. In his regular duty time, the corporal is the X-ray repairman at the hospital.

AFTER THREE YEARS in a Jap prison camp, Capt. Edwin Kalbfleish Jr. (r) returns to KWK St. Louis where he was assistant news editor. Ray Dady welcomes him back, after interviewing him on a broadcast. He expects to resume his KWK post after discharge.

ARTICLE on first airplane blind date conducted by the "Blind Date" program broadcast on American, 8-8:30 p.m. Friday, sponsored by Lehn & Fink Products Corp. (Hinds Honey & Almond Cream), will appear in January issue of Red Book Magazine. Airplane event took place Oct. 22 when Arlene Francis and her troup of winning servicemen and their radio actress dates flew to Albany, N. Y., for lunch and then to Danbury, Conn., for tea dancing at a country club.

More people listen
to WAKR
than to
any other station
heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

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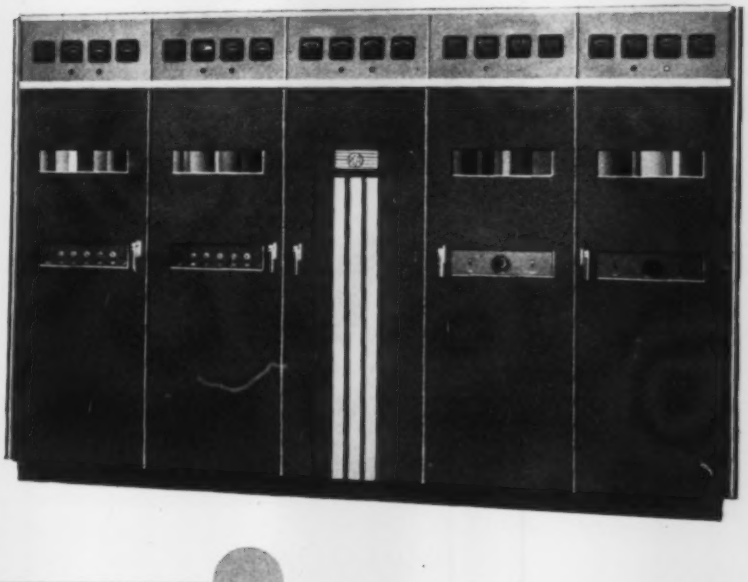
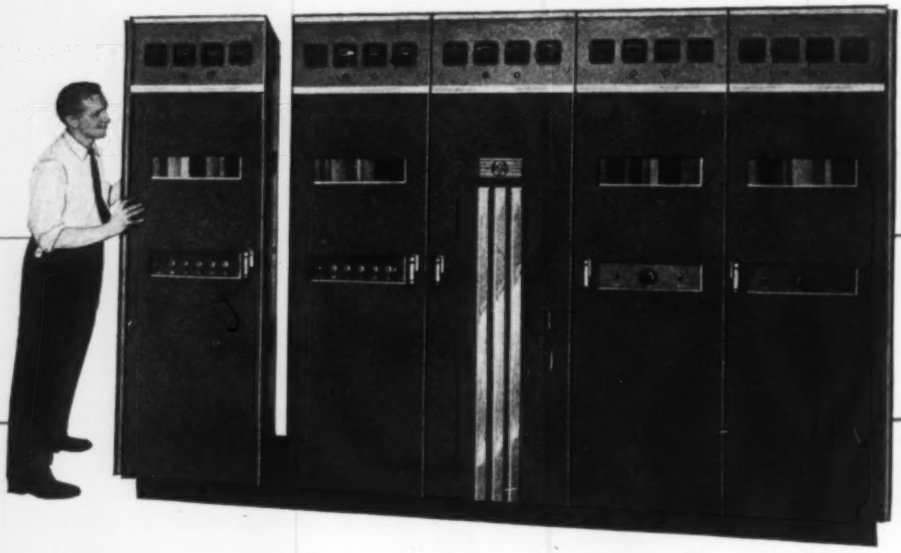
What is MULTI-UNIT CONSTRUCTION IN FM?



in MULTI-UNIT *construction*

the several sections of the transmitter are standard units that can be fitted together like building blocks



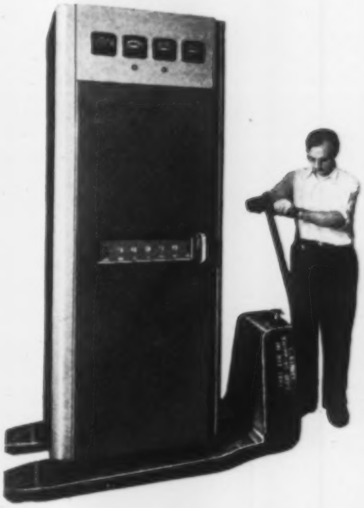
It saves you money – because

. . . installation is much easier and considerably cheaper

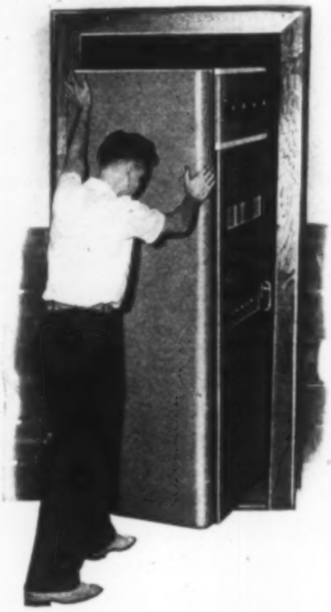
. . . higher-power units can easily be added at any time

. . . standardization gives greater value

The standard cabinet units of the new RCA FM Transmitters are only 25 inches square (by 84 inches high)



They are relatively light, easily handled by two men – they can be moved on a small "dolly" or hand truck



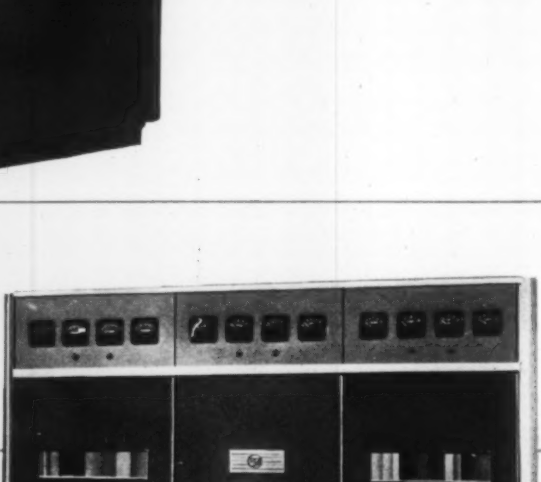
— **Easily** taken through an ordinary door – carried up on a passenger elevator – arranged in other than a straight line

—and remember
in RCA FM Transmitters
you get

GROUNDED GRID *for the best* FM

The new RCA
250-Watt FM
Transmitter—
Type BTF-250

The new RCA
1-Kw FM
Transmitter—
Type BTF-1



The new RCA
3-Kw FM
Transmitter—
Type BTF-3

MAIL THIS COUPON for details about this important New RCA Line of FM Transmitters with the *GROUNDED GRID!*

Broadcast Equipment Section
RCA, Camden, N. J.

Please send me full information about your new RCA FM Transmitters with the new *Grounded Grid.*

Name..............................

Title..............................

Company..............................

Street Address.............................. **City and State**..............................

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.
In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Let's Start a Package Show Business

All You Have to Do Is Think Up Programs, Then Sell 'Em

By JOHN GUEDEL

OUR FIRST package show had its origin back in 1938, a Pacific Coast variety quiz and stunt show titled *Pull Over Neighbor*, which emerged after three years as *People Are Funny*. So as far as I know we're the oldest outfit in Hollywood dealing exclusively in package radio shows (that is, not a talent agency) and as such have accumulated a drawer full of "Do's" and "Don'ts".

Mr. Guedel

First make sure you actually *have* a complete package when you present it. One agency executive told me a guy came to him with a package which consisted of a singer. That's all. He had no idea of the format, size of the band, the writing, production, anything. Oh, I beg your pardon—he *did* have a price for the package. Seven thousand dollars, a nice round figure.

Don't just put an arbitrary figure on a package without regard to the breakdown, unless you have an established commodity like Fred Allen, which causes agencies to boost the price by competitive bidding. Agencies like to see and are entitled to see a breakdown of the costs of the shows they buy.

While discussing charges, don't overlook such items as social security and other employer taxes, public liability, libel and slander insurance, accountant's fee, tips to people not directly connected with your organization, rent, telephone, telegraph, recordings of each show, secretarial work, and cost of dinners for the sponsor to cheer him up after he's seen the Hooper. And don't forget it takes plenty of people to handle all the details of a package.

PRETTY soft, huh, thinking up programs, peddling them to agencies and sponsors, and then pocketing the profits. In case you'd like to get in on a little of this easy money, a man who has wrapped up and sold many a fancy package lets you in on the trade secrets. Maybe you didn't know it was so easy to sell packages—or is it?

Be sure you have a clear understanding as to whether you or the agency will handle fan mail, publicity, tickets, special contests, and commercials. Dan B. Miner, who gave me my first radio job back in '37, told me a clear understanding on all points *before* any deal cuts nine-tenths of the disagreements *after* the show is on the air.

Be sure you have your writers set for the long run, not just the audition, particularly if it's a comedy show. Too many packages have come untied a month after such statements as "The man who wrote the audition can't write the show, but don't worry, we'll get somebody just as good."

As for selling your show, don't get discouraged if it isn't snapped up the first season you put it on wax. I tried for two years to sell *People Are Funny*, and finally succeeded through a lucky break. I read in a trade paper that Brown & Williamson Tobacco Corp. was dropping *Captain Flagg & Sargeant Quirt* and I wrote to the man whose name was listed in the article, Tom Wallace of Russel M. Seeds Co., that I had the answer to his problem. The letter piqued his curiosity and he asked for a recording. *People Are Funny* was on the air ten days later.

I had lucky breaks on *Ozzie and Harriet* which sold almost immediately after we made the audition.

If the show has merit the spot will come up eventually. We've pioneered five coast-to-coast quarter-hours and eight coast-to-coast half-hours, all of which are still on the air; we have only one package we've been unable to sell. It was made in 1941 and I still have faith in it.

Takes to the Air

JOHN BARRON, consulting radio engineer in Washington, last week was granted an airplane pilot's license, having spent his spare time during the year in flying instruction. Next summer, he reports, he hopes to do some work looking toward making of field surveys with equipment aboard his private survey plane.

DAVID BERNSTEIN, 63 DIES IN N. Y. HOME

DAVID BERNSTEIN, 63, vice-president and treasurer of Loew's Inc., parent company of Marcus Loew Booking Agency, owner of WHN New York, died Nov. 10 of a heart ailment at his home in New York.

Mr. Bernstein was connected with the Loew organization for 40 years, starting as a $12-a-week bookkeeper and becoming one of the top financial experts of the amusement industry. The $40,000,000 refinancing of Loew's recently completed under his supervision is said to be the largest deal of its kind in the motion picture field. He is survived by his widow and three sons.

Correction

JEROME SILL, who left MBS where he was eastern division manager, joins American network Nov. 19 as sales research specialist, and not Associated Broadcasting Co. as incorrectly stated in the Nov. 12 BROADCASTING.

Inventor Sues Bendix

DR. LOUIS H. CROOK, head, Aeronautical School, Catholic U. of America, Washington, and associates have filed suit for $21,000,000 in Wilmington, Del. Federal Court against Bendix Aviation Inc., charging Bendix utilized Crook invention to shield ignition systems after rejecting it when it was submitted.

Fat Girl Contest

CARLTON FREDERICKS, expert on nutrition and conductor of *Living Should Be Fun* on WHN New York, is conducting a search for "Miss Chubby of 1946", the most beautiful fat girl in America. Contest will be on during November and December, and Fredericks has invited fat girls to send their pictures to him. Among the prizes will be a reducing course by a physician using Frederick's diet.

Electronics Glossary

MORE THAN 6,000 terms used in radio, television, industrial electronics, communications, facsimile, sound recording, etc., are defined in *Electronics Dictionary* (McGraw-Hill Book Co., New York; $5), new book by Lt. Comdr. Nelson M. Cooke, USN, executive officer of the Radio Materiel School, Naval Research Laboratory, Washington, and John Markus, associate editor, *Electronics*. Containing approximately 600 diagrams and sketches, the book is described by its authors as designed "to present the language of electronics in such a manner that the definitions would be of value to those who need an electronics dictionary" — engineers, those who use and maintain electronics equipment, and "particularly, the beginners who are interested in learning about electronics."

Agriculture Dept. Issues FM Primer For Guidance of Farm Organizations

FM PRIMER has been issued by Department of Agriculture to meet growing interest among state, county and local farm organizations in this branch of broadcasting. Field representatives of the Department report many organizations, including Grange, Farmers Union and others are interested in the idea of starting their own FM stations.

A catechism of information, the bulletin is titled "FM for You" and was written by George Rowe, special assistant to the director, Office of Information. After a detailed discussion in easy language of FM and what it is all about, the booklet goes into a series of question-and-answer sections, concluding with state radio ownership figures and a list of FM stations.

Opening page says three main advantages of FM are clear reception, economy and opportunity for better programs. "Any program on FM will sound better than on ordinary radio," it is stated.

Cost of building an FM station varies from $20,000 to $150,000, with a $60,000 average, it is explained. "In contrast, it takes hundreds of thousands of dollars—or even millions—to buy an AM station of any size," the booklet continues. "Competition for these (AM) scarce facilities bids up the price. A big cost factor for an AM station is the advertising equity which runs the purchase price far above the value of the property. But you can build an FM station for the actual cost of the facilities. Then you can get your advertising revenue eventually anyway (if your station is commercial).

"People who hear FM's brilliant, clear tone just once are often dissatisfied with their AM radio ever afterwards. People who have FM sets report that they seldom listen to their AM radio at all."

Television and facsimile will supplement rather than replace FM, it is brought out.

Discussing advertising revenue, the booklet says: "It is difficult to estimate the advertising possibilities of FM because few of the 47 stations now in operation sell ads. However, there is a rule of thumb in radio which says that a station's profits run about a dollar per listener per year — which would mean $100,000 for a station whose service area contained 100,000 listeners. There are some low-powered AM stations (about 250 w) that gross over $100,000 per year. For all AM stations and networks in 1944 the advertising revenue was $281,000 per station.

"The few FM stations now selling ads do not seem to be having much trouble. However, most of the station's ads will be local until FM networks are built up. For an FM station starting out in a new area where there are few receiving sets equipped with FM, it may take close to two years before its advertising revenues are enough to support the station completely.

"The best customers for FM are the more than 28,000,000 families that own AM sets—representing about 85% of the population, 95% of urban families and 75% of rural families (estimated at present)."

Applicants are advised to hire lawyer and engineer in getting an FM station started.

DETROIT'S LEADING
INDEPENDENT
STATION

WJBK

WJBK
DELIVERS

WJBK has what it takes to hold big time accounts year after year. Here is a partial listing.

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes

WJBK
GETS RESULTS
★
ANOTHER REASON
WHY
STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2, MICH.

Soldiers Prefer Their News Straight

Army Takes ETO Poll On Radio Listening Habits of GI's

SOLDIERS like popular music most and classical music least. They listen to news broadcasts but when experts sit around a table and discuss controversial issues, soldier-listeners reach for the dial. They want more and better sports broadcasts, preferably play-by-play descriptions of sports events taking place in the U.S. They prefer American to British news broadcasts. The average man listens to the radio one and a quarter hours a day.

These and other significant soldier attitudes toward radio are revealed in the results of a survey for the American Forces Network by the Research Branch of the Army's Information and Education Division in Europe. A total of 3,950 enlisted men and 960 officers were surveyed.

Want More Sets

The survey showed that men consider more radio sets one of the freetime facilities. When they were asked to check the one which is most needed in their outfit, "More radio sets" was the second most frequently checked item — second only to "better movies." While 18% of the men checked "more radio sets" as most needed, only 4% checked "better radio program".

Men were asked the question, "Yesterday at what time or times did you listen to the radio?" Answers indicate clearly a morning, a noon and an evening listening peak. The morning peak is 7-7:30 and the noon peak 12:30-1 p.m. The evening peak (9-10 p.m.) is pretty much of a listening plateau which runs from about 6 p.m.-11 p.m.

The following list ranks the various programs in order of their popularity among all the men, showing the percentage who said they were very much interested in hearing them in the future. (The names of the programs were given but are withheld here.)

Description of Program	Popularity Among All Men Surveyed %	Popularity Among Those Who Heard Program %	% of Men Who Have Heard Program %
Popular music requested by soldiers	72	80	(80)
News of 1, 5 or 15 minutes	69	75	(87)
Radio, stage and screen stars, requested by soldiers overseas	68	78	(77)
Recorded popular music requested by soldiers, announced by girl	68	72	(83)
Sweet dance music by well known orchestra	67	72	(86)
Program featuring one of best known male singers	63	69	(80)
Uninterrupted popular music by soldier orchestra	62	73	(78)
Variety show featuring Hollywood stars	60	66	(84)
Swing music by famous band	56	69	(60)
Jokes and popular music starring famous comedian	55	61	(83)
Songs by a popular girl singer with orchestra	54	66	(63)
Summary of U. S. sports	52	56	(85)
Play on home life of married couple	50	53	(87)
One hour play	44	51	(75)
Musical variety, all-colored cast	44	60	(56)
Cow-boy songs, guest m.c.'s	43	47	(80)
Popular music featuring "torch" singer	42	49	(54)
Episode based on comic strip family	38	41	(79)
Hillbilly music and jokes	33	39	(73)
Mystery play	31	43	(52)
Semi-classical and light operatic music	25	35	(54)
Quiz show led by comedian	24	40	(39)
Dramatization of serious subjects	24	31	(26)
Organ music and poetry read by movie star	21	35	(48)
Discussion of controversial topic by group of experts	19	24	(57)
Symphony orchestra	19	23	(67)

News programs are rated by soldiers as one of their most popular broadcasts. In order to determine what kind of news men are interested in hearing they were presented with a list of 12 kinds of news. Here are the results:

	% of men who want		
	Increased	Reduced	Same amount
War in the Pacific (Survey was conducted before the defeat of Japan)	70	5	25
U. S. sports news	53	3	44
News about the Army in ETO	47	8	45
Unusual events in U. S.	44	10	46
News of industry, labor	36	11	53
Problems affecting U. S. living conditions	39	16	45
International	27	16	57
News of movies in U. S.	25	19	56
U. S. political events	20	18	62
Foreign news	21	25	54
U. S. personal news	19	26	55
Foreign personal news	10	39	51

Eighty-two percent of the men report that they have heard BBC news broadcasts. These men were asked the question: "Do you have any preference for either American or BBC news broadcasts?" Of the 82% surveyed, 26% said they had no proference; 4% said they preferred BBC; 70% said they preferred American news broadcasts.

Most soldiers want the news to be broadcast five or six times a day, with a few five-minute summaries and a few 15-minute more detailed broadcasts.

Most men react neither negatively nor positively to spots. Of all men surveyed, only about one man in 20 wrote an unfavorable comment, but just as high a proportion wrote a favorable comment.

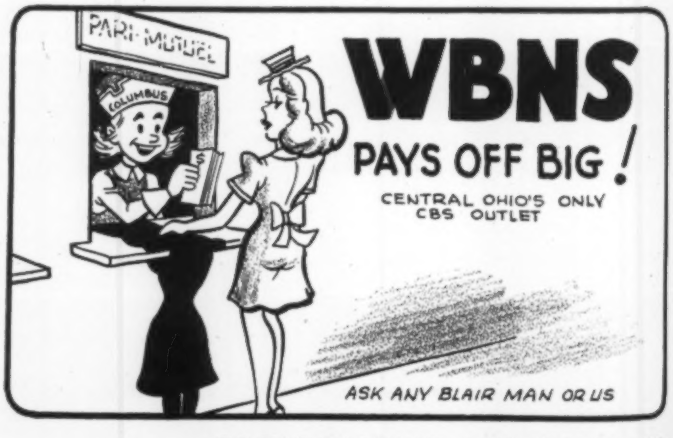
Typical were "They come in handy as a reminder," "No one pays any attention to them," "They're good, they give you the added touch of home and our commercial programs."

PROCEEDINGS for the first annual conference on radio and business sponsored by the School for Business and Civic Administration of the College of the City of New York have been published by the school. The 180-page volume includes the discussions as well as the papers delivered at the conferences held in the school's auditorium May 22 and 23. Volume was edited by John Gray Peatman, associate dean of the college.

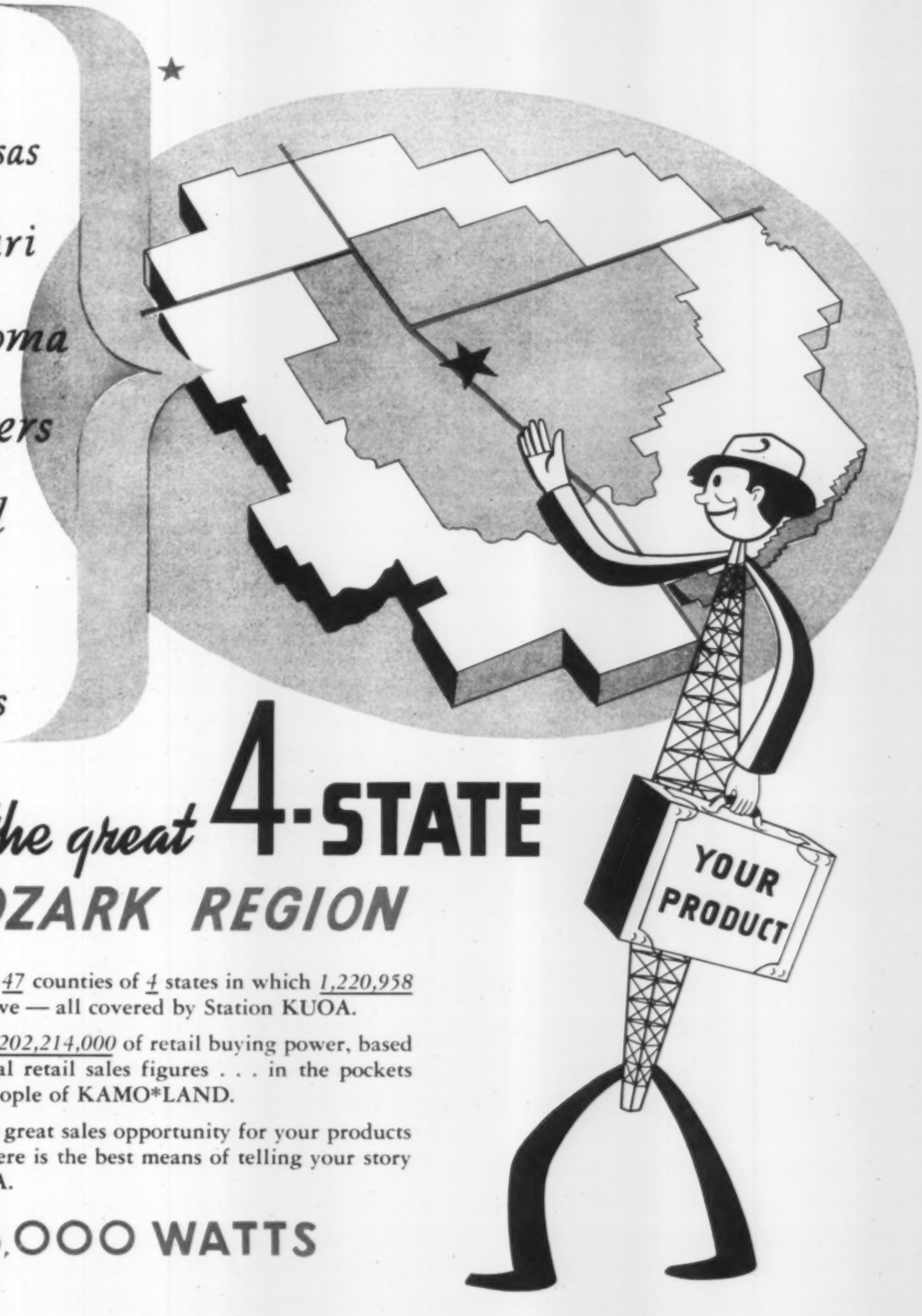
LAA Meeting

SPECIAL presentation illustrating radio as an advertising medium, prepared by NBC, was a highlight of the annual meeting of the Life Advertising Association at Hotel Pennsylvania, New York, Nov. 13. William S. Hedges, NBC vice-president in charge of planning and development, gave the opening address, and Charles P. Hammond, NBC director of advertising and promotion, gave a specially prepared slide film presentation on network radio. Representing NBC on a panel answering questions from the floor were C. Lloyd Egner, vice-president in charge of the radio recording division; Edward R. Hitz, assistant to vice-president in charge of network sales; James V. McConnell, manager of the national spot sales department, and Mr. Hammond.

HALL & McCREARY, Chicago publishing house, has just gotten out a new edition of "Finding List of Songs and Choruses" to aid program directors, dealers, librarians, choral directors, arrangers, and others to find songs and choruses for use in radio and other public performances.


PARI-MUTUEL
COLUMBUS
WBNS
PAYS OFF BIG!
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US

Kansas
Arkansas
Missouri
Oklahoma
Listeners
Afford
New
Dollars



from the great **4-STATE**
OZARK REGION

1. Here are 47 counties of 4 states in which 1,220,958 people live — all covered by Station KUOA.
2. Here is $202,214,000 of retail buying power, based on official retail sales figures . . . in the pockets of the people of KAMO*LAND.
3. Here is a great sales opportunity for your products — and here is the best means of telling your story — KUOA.

5,000 WATTS

The Voice of . . . *
KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

KUOA
Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles

CORSET FOR JUNE
WIBC Announcer Gets Odd Request; Obliges

EVERETT HOWARD, chief announcer of WIBC Indianapolis, had an odd request by phone during his midnight-1 a.m. record program. A man, who declined to identify himself, wanted to know where he could buy a size 50 corset for his wife. Everett mentioned several stores, then the caller asked if the next number, whatever it was, could be dedicated to his wife.

Everett agreed, announced the following selection would be dedicated to the wife of an unidentified man who was looking for a size 50 corset for his wife. The scheduled tune: "June Is Bustin' Out All Over." As the music concluded the phone rang. This time it was the wife to whom it was dedicated. She was laughing.

"My husband wasn't kidding you," she said. "If I don't find that corset pretty soon I *will* be busting out all over. And incidentally, my name is June."

Texas Application

BAY CITY BROADCASTING Co., applicant for new 1,000 w outlet on 1110 kc, unlimited hours, at Bay City, Tex., has filed request with FCC for 50,000 w unlimited on 1580 kc at McAllen, Tex. Firm is partnership of local businessmen.

Carlson-Phillips Case Opinion Has Drama, Entertainment

By FRED SAMPLE

THE OPINION HANDED down by the Illinois Appellate Court in the case of Emmons Carlson, appellant, vs. Irna Phillips, appellee, surpasses for sheer drama and entertainment anything to appear in *The Guiding Light*, the radio show which has involved the two Chicago radio personalities in litigation since August 1941.

In the 24-page opinion reversing the state district court's decision favoring Miss Phillips, Chief Justice Niemeyer not only displayed the legal knowledge which his position on the bench requires, but a flair for writing of which any radio scripter could well be proud.

Briefly, this is the background of the argument as to just who owns, and in what amount, one of radio's most successful programs. It all began in December 1936 when *Guiding Light*, originally titled *The Good Samaritan*, first went on the air over NBC with Procter & Gamble as sponsor and Blackman Advertising Inc., New York, as the agency. Earlier, in September, Mr. Carlson contends, he discussed collaborating with Miss Phillips—he to do the writing, and she to supervise the story outlines and final revised scripts, with an alleged oral agreement on an equal division of the profits.

It is at this point that Miss Phillips vehemently disagrees. At no time, she argues, did she ever agree, orally or in writing, to an equal partnership in *The Guiding Light*. She does admit that when the program first went on she paid Carlson $100 a week for 20 weeks. She maintains, however, that he actually wrote only five scripts which were aired.

The Court opinion points out that Miss Phillips entered into a contract with P&G representing herself as sole owner of *Guiding Light*.

The Court also notes that before the sale of *Guiding Light* in 1936, the only show Miss Phillips had sold to a sponsor was *Today's Children*, which became the leading daytime serial on the air and for which NBC paid Miss Phillips $1350 a week as a package. The Court adds that *Today's Children* was "substantially the same serial or drama" as *Painted Dreams* which Miss Phillips attempted unsuccessfully to claim as her own in a suit against WGN in 1939.

In summing up the evidence submitted during nearly four years of litigation, Judge Niemeyer had this to say:

"The credibility of the defendant (Miss Phillips) is impeached. That portion of her sworn answer that the presentation and audition script upon which the sale of the show was made 'were so inartificially prepared that it was necessary . . . to make so many revisions as to amount to a totally new and different presentation . . .' is shown to be . . . false.

"Her persistence in testifying she knew nothing of the plaintiff's claim to a half interest in the show until someone told her of the present suit is indefensible in the face of her admission of having read and received the plaintiff's letter dated June 22, 1937 (claiming such an interest) and undisputed proof of her receipt of plaintiff's letter dated December 7. 1938," the court adds.

The Court reprimanded Miss Phillips' attorneys for their manner of interrogation, during which, the Court said, they attempted to compel Mr. Carlson to give his conversations with Miss Phillips in reverse order—that is, to give the last statement of the conversation first and so on. It also pointed out that at the time *Guiding Light* first went on the air, Miss Phillips was not a successful script writer, with only *Today's Children* to her credit. Her attempts, the court found, with *Ma Brown's Patchwork Quilt*, *Masquerade*, *Dear Diary* and *Black Earth* had not been highly successful. The latter two had not been on the air at all, the court noted.

Mr. Carlson

Miss Phillips

The defense's argument that any partnership between the two parties was terminable at the will of either party, Judge Niemeyer found. ignores the show, *Guiding Light* as a literary property. Such dissolution, he declared, is not its termination. It continues, he adds, "until the winding up of partnership affairs is completed. In a court of equity a partner who after dissolution of a partnership carries on the business with partnership property is liable . . . to account for the profits thereof."

The defense also contended that the plaintiff could not recover because he did not come into equity "with clean hands," because the alleged partnership was a "violation of his obligations to NBC" and an attempt to "palm his novice writings off on the sponsors as those of 'the leading daytime serial writer' would have been a fraud and against public policy."

The Court summed up this argument with "If the evidence supported this claim, defendant is in no position to take advantage of it."

The State appellate court's decision, which attorneys for Miss Phillips have declared they will appeal to the State Supreme Court, may prove an invaluable reference in future litigations by ambitious writers unaware of their property interests.

Whatever the outcome, the case of Carlson vs. Phillips is for high stakes, with both parties equally confident of victory.

Board Meet

MUTUAL board of directors will hold its next meeting in Chicago Dec. 3-5.

Children Give Views

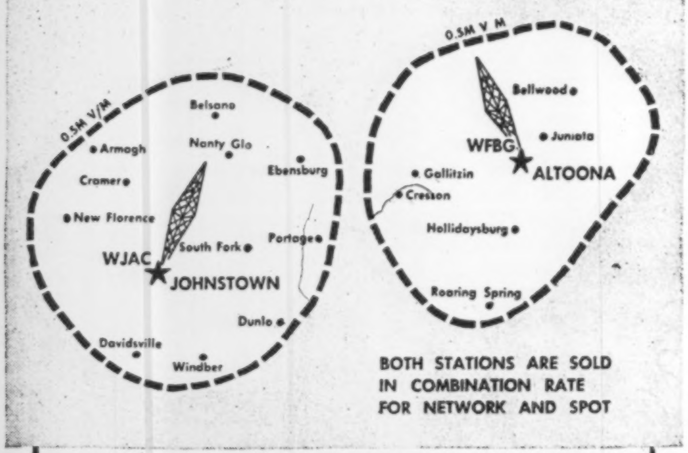
MIXTURE of entertainment and education in radio programs was advocated by youngsters participating in *The New York Times Youth Forum* on WQXR New York Nov. 10. Discussing radio's influence on children, the youngsters mentioned quiz programs as a good education-entertainment combination and suggested that mystery shows may make 6-to-8-year-olds "think there are Zombies in their rooms"; that "love stories may put ideas in children's heads and make them fresh kids", and that some children can not distinguish between fact and fiction in listening to such programs as *Superman*. The youngsters were led by a six-member panel of 9-to-13-year-olds directed by Dorothy Gordon.

WJAC JOHNSTOWN

NBC

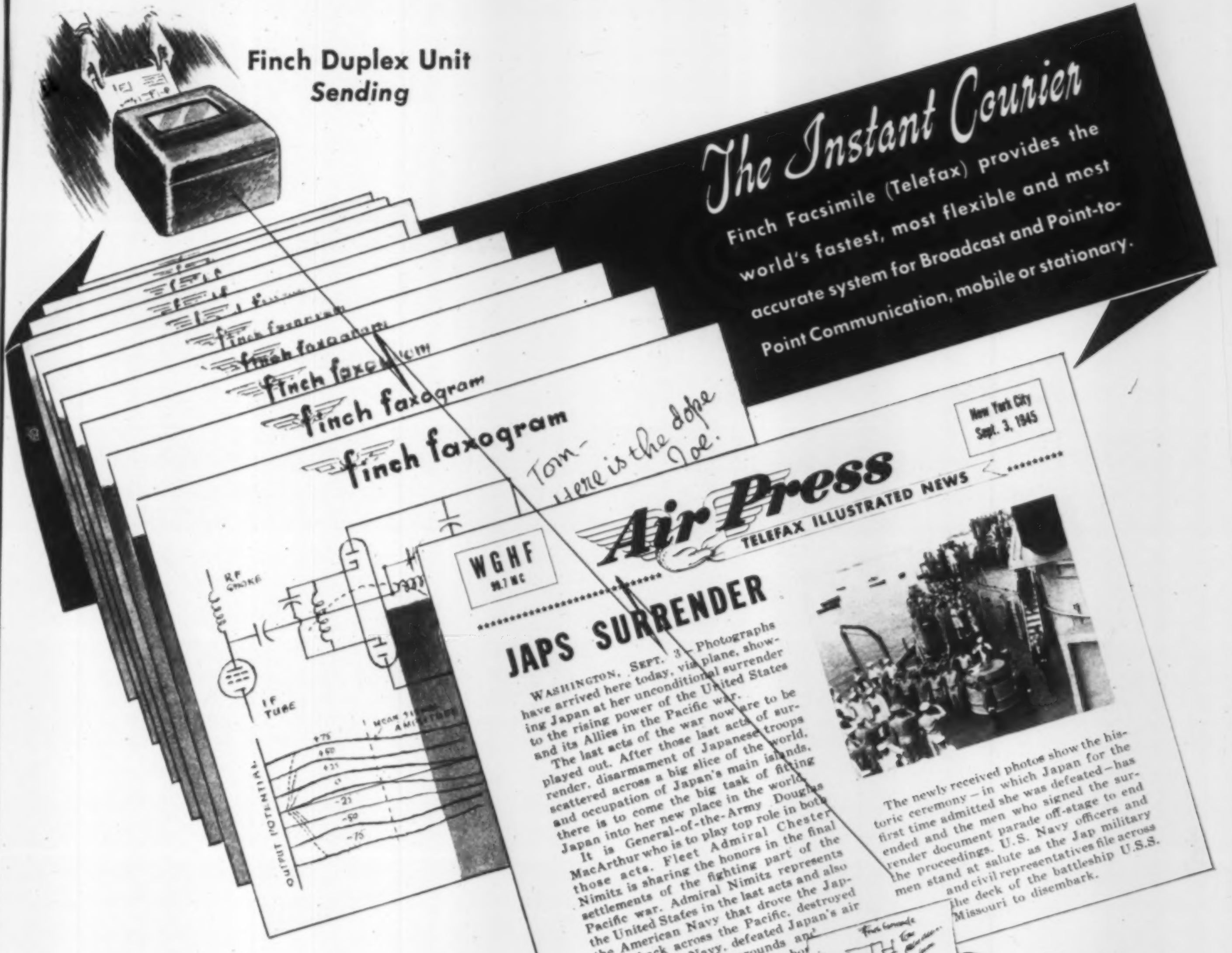
WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles



The Instant Courier

Finch Facsimile (Telefax) provides the world's fastest, most flexible and most accurate system for Broadcast and Point-to-Point Communication, mobile or stationary.

Air Press

TELEFAX ILLUSTRATED NEWS

New York City
Sept. 3, 1945

WGHF
98.7 MC

JAPS SURRENDER

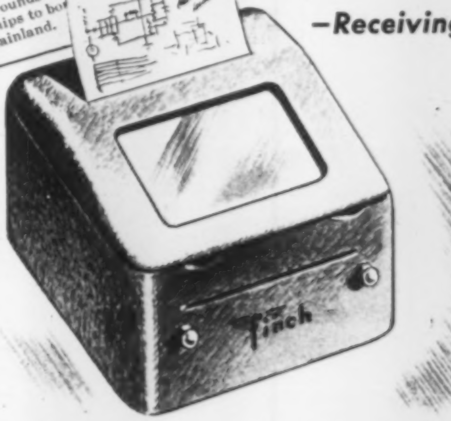
WASHINGTON, SEPT. 3—Photographs have arrived here today, via plane, showing Japan at her unconditional surrender to the rising power of the United States and its Allies in the Pacific war.

The last acts of the war now are to be played out. After those last acts of surrender, disarmament of Japanese troops scattered across a big slice of the world, and occupation of Japan's main islands, there is to come the big task of fitting Japan into her new place in the world.

It is General-of-the-Army Douglas MacArthur who is to play top role in both those acts. Fleet Admiral Chester Nimitz is sharing the honors in the final settlements of the fighting part of the Pacific war. Admiral Nimitz represents the United States in the last acts and also the American Navy that drove the Japanese back across the Pacific, defeated Japan's air force on its home grounds an finally used its battleships to bo bard the Japanese mainland.

The newly received photos show the historic ceremony—in which Japan for the first time admitted she was defeated—has ended and the men who signed the surrender document parade off-stage to end the proceedings. U.S. Navy officers and men stand at salute as the Jap military and civil representatives file across the deck of the battleship U.S.S. Missouri to disembark.

Telefax conveys text and pictures by Faxogram at a potential speed of 22 square inches per minute by phone, or 44 by radio. At right, a sheet of news, as received at home; above, a line drawing as sent from office to plant.



A Promising Field for Engineers

With Finch Facsimile Telefax equipment, illustrated and written Faxograms can be sent at high speed between any two mobile or fixed points that can be connected by radio or wire. And illustrated newspaper supplements with printed ads, can be broadcast to homes at a cost that assures important circulation. In Facsimile, the strongest patent structure is FINCH. Write for particulars.

FINCH Electro-Sensitive Recording PAPERS are now available for commercial uses.

finch *first in facsimile*

FINCH TELECOMMUNICATIONS, INC., PASSAIC, N. J. • 10 EAST 40th STREET, NEW YORK 16, N. Y.

Radio Men Honored

PHILADELPHIA Chamber of Commerce and the Board of Trade played host to radio executives at a luncheon at Barclay Hotel, Philadelphia, in honor of the silver anniversary of broadcasting. Executives of all Philadelphia stations attended and donated talent for the entertainment. WFIL contributed the first radio quartet heard on Philadelphia stations, composed of Hal Simonds, now a WFIL salesman; Ednyfed Lewis, advertising department of Strawbridge and Clothier department store; John Vandersloot, piano salesman; Philip Warren Cooke, voice teacher. This was their first appearance since they disbanded several years ago. They were first heard in 1922 over WFI which became WFIL in 1935, and did concert and recording work.

Message Rates Cut

REDUCTIONS in radiotelegraph message rates between New York and four leading Chinese cities have been announced by RCA Communications Inc., New York. Effective immediately, full-rate messages to Chungking, Changtu, Kunming and Shanghai are 24 cents a word; code messages, 16 cents; deferred messages 13; radio letters 8⅔. Prewar rates were 77, 48, 39½ and 26½ cents, respectively.

LINED UP for food were these broadcasters at Southern California Broadcasters Assn. outing and dinner at Oakmont Country Club, Glendale, Cal.: (l to r) Lee Wynne, commercial manager, KGER Long Beach; Harry Witt, assistant manager, KNX Los Angeles; Clyde Scott, manager, KECA Los Angeles; Robert O. Reynolds, manager, KMPC Los Angeles, and president of Southern California Broadcasters Assn.; William Beaton, manager, KWKW Pasadena; Lawrence W. McDowell, commercial manager, KFOX Long Beach; William B. Ryan, manager, KFI Los Angeles.

IN THE PUBLIC SERVICE

WINX Xmas Seal Show

AS A RESULT of letters between patients at Glen Dale Sanitarium and Jerry Strong, WINX Washington timekeeper, the station has arranged a Christmas Seal rally of local radio artists to originate from the sanitarium. Pariticipating will be Mr. Strong, Trafton Robertson of WMAL, Russ Hodges of WOL, Gene Archer of WRC, and Mike Hunnicutt of WWDC and an orchestra from Walter Reed Hospital. Entertainment will be broadcast Nov. 19, 7:30-8 p.m., with a two-hour additional show for patients alone. Broadcast portion is under auspices of D. C. Tubercular Assn.

* * *

Blood Donors Secured

PLEA for Type "B" and "3" blood donors, broadcast by KGDM Stockton, Cal., in response to an emergency request of the Red Cross Blood Bank, brought six volunteers within 15 minutes.

* * *

He Got Watch

BADLY BURNED, six-year-old Tommy Habina, a patient at Temple Hospital, Philadelphia, longed for a Mickey Mouse watch. His parents, unable to find one, appealed to Stuart Wayne, conductor of the early-morning *Musical Clock* on KYW Philadelphia, who asked listeners to join the search. The response brought offers of 15 watches, but all lacked some detail that Tommy wanted. Mr. Wayne took them to a watchmaker who reassembled parts of half a dozen of them to make a special timepiece for the youngster.

* * *

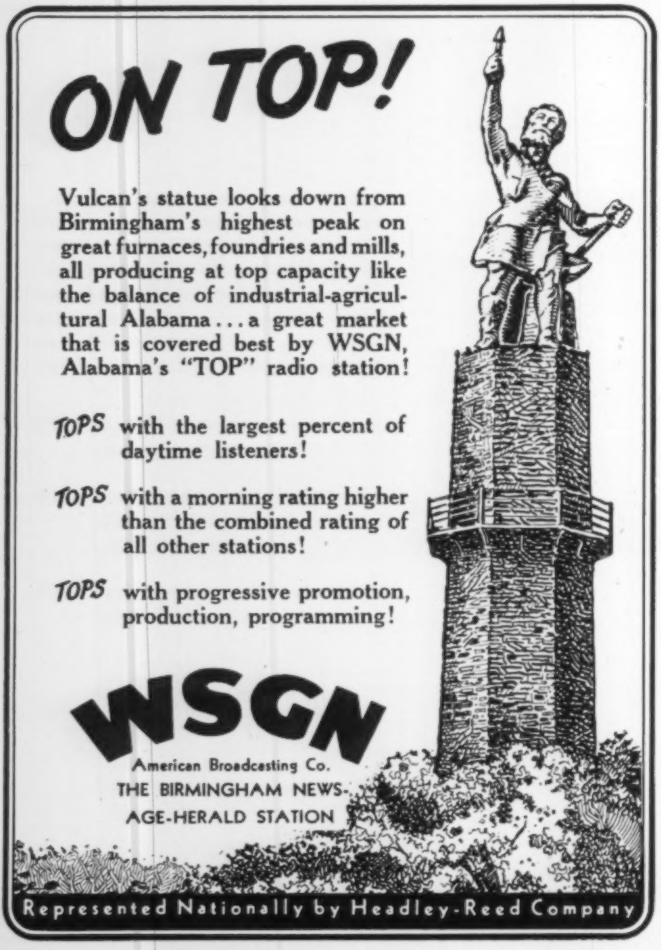
Book Campaign

TO COLLECT English language books to help re-establish devastated libraries of the Soviet Union, Carnival Junior Legion, southern New England youth group, is presenting Sunday noon campaign program on WTIC Hartford, Conn.

* * *

WLS Christmas Drive

CHRISTMAS Neighbors Club of WLS Chicago opens its 11th annual drive Dec. 1, continuing through Christmas Day. Club has collected over $85,000 for surgical equipment for 593 hospitals and orphanages in 17 states and Alaska. This year hospital equipment will be augmented with radio sets and other morale builders. Administrative costs are paid by WLS, leaving all money contributed to go toward gifts.



ON TOP!

Vulcan's statue looks down from Birmingham's highest peak on great furnaces, foundries and mills, all producing at top capacity like the balance of industrial-agricultural Alabama... a great market that is covered best by WSGN, Alabama's "TOP" radio station!

TOPS with the largest percent of daytime listeners!

TOPS with a morning rating higher than the combined rating of all other stations!

TOPS with progressive promotion, production, programming!

WSGN

American Broadcasting Co.

THE BIRMINGHAM NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed Company

CBS Affiliates Endorse Net's Color Televison

FCC last week received from CBS a resolution adopted by the network's Affiliates Advisory Board which gave "unanimous endorsement" to the high-definition full-color television developed by CBS and expressed the hope that the use of ultra-high frequencies to broadcast such pictures "should be authorized under commercial licenses from the FCC at the earliest possible date."

Resolution, adopted Oct. 19 after the board had witnessed a demonstration of the high frequency television, reads:

"**WHEREAS** the members of the Columbia Affiliates Advisory Board, as representatives of 145 independently-owned broadcasting stations in the United States, have today witnessed a CBS demonstration of the broadcasting and reception of high-definition, full-color television pictures on a ten megacycle video channel in the ultra high frequencies, and

"**WHEREAS** this better television has been accomplished many months in advance of the earliest date heretofore predicted and is of a quality exceeding the fondest expectations of the members of the Board,

"**NOW, THEREFORE, BE IT RESOLVED** that the members of the Columbia Affiliates Advisory Board record their unanimous endorsement of the work which Columbia Broadcasting System has done in order to bring television, having a satisfying picture quality, to the American people with a minimum possible delay, and their gratification that the CBS prediction of this better television has been realized at so early a date,

"**RESOLVED** that in the opinion of this Board the utilization of the ultra high frequencies wherein it is possible to achieve wide band television transmission and reception and high definition pictures in full color, represents the only real hope of successful commercial television operation, and

"**RESOLVED** that the members of this Board express the hope on behalf of themselves and their constituent stations that high definition, full-color television in these frequencies should be authorized under commercial licenses from the Federal Communications Commission at the earliest possible date and that manufacturers of television broadcasting and receiving equipment should cooperate to that end, all for the purpose of bringing to the American people the superior service which television under these new standards will make possible."

'Tit-trillo'

POETIC observation on activities of AFM President James C. Petrillo was published in *New York Herald-Tribune* on Nov. 9, over the name of Frank Lynn:

By the banks of Potomac a tit in a tree
Sang " 'Trillo, Petrillo, Petrillo."
And I said, "Little birdie, your song used to be
'Titwillow, titwillow, titwillow.' "
The tomtit retorted, in tones of disgust,
"*E Pluribus Unum*, it can't be discussed,
We sing what democracy says that we *must*—
Petrillo, Petrillo, Petrillo!"

"You can't argue with a PRESTO RECORDING

...because

Presto gives it to you straight!"

"There's nothing like a Presto Recording for honest criticism of your work," says Ray Bloch whose Orchestra and Chorus provide the musical portion of so many network shows. "Our programs are recorded on Presto equipment because we know we can depend on Presto's fine reproduction and fidelity to musical tones. When we play back the recording, we're practically hearing our own live performance!"

Major broadcasting stations feel the same way about Presto's high quality work—and add that Presto is rugged as well as efficient, remaining in perfect operating condition over long periods without adjustment. Schools, colleges and business organizations, too, prefer Presto equipment because it's so simple to operate. Write for complete information.

PRESTO

RECORDING CORPORATION
242 West 55th Street, New York 19, N.Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Magnetophon

(Continued from page 36)

ously not in use during playback, but minimizes an earlier fault in which the heads wobbled and caused uneven tape transport and resulting "wows." The present in-line system is mounted so that a new head assembly can be plugged-in immediately when necessary. Wearing of the pre-magnetizing head increases the magnetism, but wearing of the recording and play-back heads results in peaking at around 2-3 thousand cycles, and an increase in the drop of the high frequencies.

Three Motors

The transport of the tape is controlled by three small motors. The drive motor, which has a steel spindle, bears upon the tape and applies friction to it against a rubber roller. This motor is the sole driving source, and the function of the other two is to keep the tape tight and prevent curling, and to maintain an even passage of the tape across the head faces.

The drive motor is synchronous; the others are series brush motors, in which the speed varies with the load. The rewind motor, loaded with a full roll of tape, turns against the direction of the tape, but with reduced torque due to the introduction of a suitable inductor. The take-up motor, with little load, turns with full torque, but loaded against the pull of the tape as it is fed by the drive motor spindle. As the tape feeds upon the take-up motor, the load becomes greater, and the speed less as the torque drops; and the rewind motor, whose load is lessened by the tape unwinding from it, tends to speedup in the opposite direction, thus keeping the tape tight and even.

Since the two motors tend to balance each other, the tape transport is even and without curls or tangles, and so long as the speed of the drive motor spindle does not vary (due to frequency variation, mainly), the tape speed is constant. There are several dozen faults which can develop, however, in the tape transport; but with properly maintained machines little trouble is experienced. The above applies to the Magnetophon when recording or playing back a tape.

In rewinding the tape, after it has been played, or when editing, the rewind motor runs at maximum speed, depending upon the tape load. The inductor is removed from the circuit (all these actions electrically take place when the proper buttons are pushed) and the motor turns in the same direction as when recording, but with maximum torque and such speed that the tape is rewound in only a few minutes. During this period the take-up motor is not energized, and acts as a brake as the armature is revolved.

To keep the tape from curling or tangling when the machine is stopped, either for editing, or at the end of a program, the three motors are fitted with brake shoes around small fly-wheels. These brakes are applied by springs, but are removed by the action of solenoids which are wired so that when the motors are running in their proper manner, the solenoid operates and opens the brake shoe, thus releasing the friction against the fly-wheel.

When the 'Stop' button is pressed, the motors are de-energized, the brakes apply, since the solenoids are no longer energized and the springs take control; and the three motors stop. Since the tape is an integral part of their motion, the tape is also arrested and troublesome breaks or curls are prohibited. Of course, maladjustment of the brakes, or improper operation of the switch contacts controlling the motor sequence can cause tape troubles!

In normal installations the machine is covered by a shallow glassed panel to minimize motor noise and other studio sounds. The amplifiers associated with recording and playback are sometimes arranged under the mechanical portion of the Magnetophon, or mounted in a standard rack alongside the machine.

The air-borne unit previously referred to utilized only one motor and a series of gear-trains to operate the drive spindle, rewind and take-up spools. The tape times were limited to three minutes on this model, but a slightly larger one, used for field recording, used tapes of ten minutes duration.

This is only a precis of the fundamentals of the Magnetophon. Its advantages are obvious. It offers a reasonably high-fidelity method of recording which with improvements can go further; noiseless and real life-like reproduction; extended time over conventional discs, and better editing; economy, in that tapes can be reused thousands of times, or stored and used years later with no deterioration; the material recorded can be "wiped" and the tape is clean for reuse in recording another program. Monitoring while recording is instantaneous, and from a master tape as many copies as desired can be made by "dubbing," and it is impossible to tell which was the master tape when they are played back!

The Magnetophon is no "master machine" but in its present state it offers possibilities above the wire-recorder, the film, or disc recording. With improvements, and a reduction in weight and size, the economy alone is outstanding. And certainly if you have heard one, there is a tendency to rush back to the studio and throw away most of your disc recordings. But don't do it yet; when and where the Magnetophon will come from for American broadcasting is still a question.

Piano Service

A BROADCAST appeal by Tom Q. Smith, "The Rambler," on his 7:45 a.m. news program on WIOD Miami, got coordinated results. In response to his request for a piano for a one-room school at Marathon, Fla., 124 miles south of Miami on the Florida Keys, Frank Reed, Miami used-car dealer, sent $175 to buy a used piano; Turner Music Co., a WIOD advertiser, offered to sell a $225 piano for $175 and to tune, moth- and moisture-proof it without charge; and Orange State Oil Co., sponsors of "The Rambler", sent a truck to take it to the school.

KTUL PLAYS HOST TO 500 AT CIRCUS

WINDING UP a campaign to acquaint listeners with stars of CBS, KTUL Tulsa played host to 500 guests at Polack Brothers Circus during its appearance in Tulsa.

Guests were winners in KTUL's "Biggest Show in Town" contest, conducted in cooperation with the circus management. Two tickets to the KTUL reserved section were offered each of the first 250 contestants correctly identifying six CBS stars or shows represented by caricatures in an advertisement in the *Tulsa World*. Winners were selected from the first mail delivery following appearance of the ad, and more than 1,200 entries ultimately were received, most of them correct.

Before the ad appeared, KTUL broadcast more than 40 announcements calling attention to the contest. KTUL's woman reporter, Margaret Smith, joined the circus' clown act for the performance.

Radio Principles

RALPH ATHERTON, assistant professor of physics, Miami U., covers basic electrical principles and explains the workings of each part of radio in his new illustrated book, *Principles of Radio for Operators* (The MacMillan Co., New York; $3.75), which is based on his experience in training men for communications work in the armed services. Regular text material of each chapter is supplemented by description and details of demonstrations and experiments, chapter review tests, and lists of available films for visual-aid instruction. Mr. Atherton writes in the preface that "The material is of such nature as to present no great difficulty to students of high school or college age" but that "care has been exercised to prevent it from becoming superficial."

THEY GO TOGETHER

KOCY
OKLAHOMA CITY

A MUTUAL Station
Ask the Walker Co.

NOW IN PRODUCTION FOR EARLY 1946 DELIVERY

Federal's Complete FM Broadcast Equipment

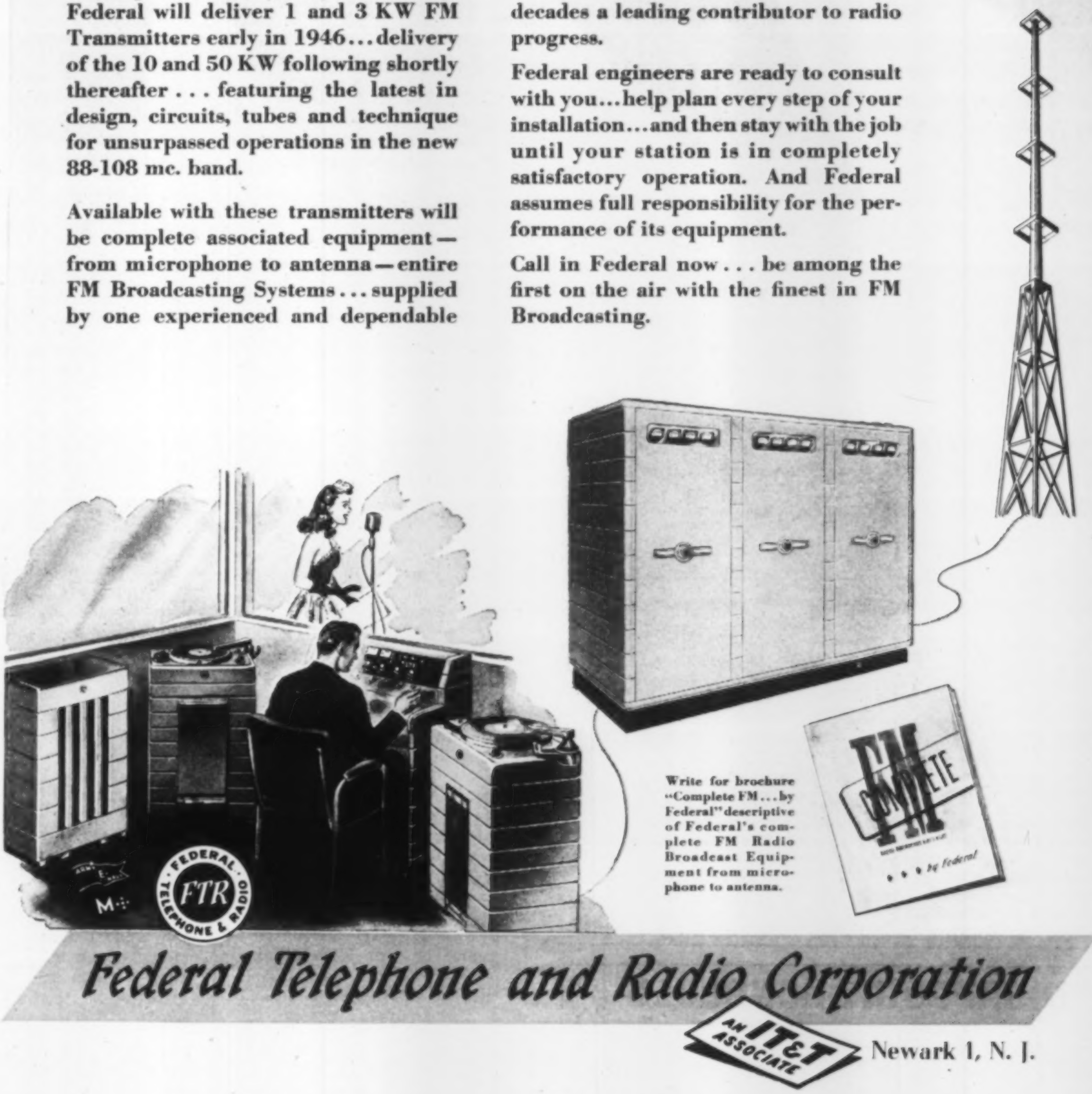
STUDIO EQUIPMENT • FM TRANSMITTERS • ANTENNAS AND TOWERS

With production now under way, Federal will deliver 1 and 3 KW FM Transmitters early in 1946...delivery of the 10 and 50 KW following shortly thereafter . . . featuring the latest in design, circuits, tubes and technique for unsurpassed operations in the new 88-108 mc. band.

Available with these transmitters will be complete associated equipment—from microphone to antenna—entire FM Broadcasting Systems...supplied by one experienced and dependable source—Federal...for more than three decades a leading contributor to radio progress.

Federal engineers are ready to consult with you...help plan every step of your installation...and then stay with the job until your station is in completely satisfactory operation. And Federal assumes full responsibility for the performance of its equipment.

Call in Federal now . . . be among the first on the air with the finest in FM Broadcasting.



Write for brochure "Complete FM...by Federal" descriptive of Federal's complete FM Radio Broadcast Equipment from microphone to antenna.

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

Slow Travel

ALTHOUGH this is an age of the atom and lightning speed, CBS Correspondent Don Pryor feels that we are still in the horse and buggy era in many respects, after it took him six weeks to get from Shanghai to San Francisco. He first got a ride by plane to Kunming, and missed a plane to San Francisco by three hours. As a result, he waited a week at every spot he touched, along with soldiers, American prisoners of war, and others. When he finally caught a ride at Saipan, he rode all way across the Pacific curled up in the nose of a B-29.

New Type FM Antenna Erected in N. Y. By Finch Telecommunications' WGHF

A NEW TYPE of FM antenna, bearing an uncanny resemblance to a Fourth of July skyrocket, has been erected atop the building at 10 E. 40th St., New York, in whose upper stories the transmitter and studios of a new FM and facsimile station, WGHF, is now being installed. Capt. W. G. H. Finch, president of Finch Telecommunications, owner of the station, hopes to begin testing with a temporary power of 1 kw about Jan. 1. Station will operate on a frequency of 99.7 mc and is licensed to cover an area of approximately 6,840 square miles.

Capped with a domed metal top, the skyrocket antenna is over ten feet long and something less than two feet in diameter. Its tip is about 50 feet above the roof of the building, roughly 700 feet above sea-level. Its designer, Andrew Alford of Cambridge, Mass., member and former chairman of the antenna committee of the Institute of Radio Engineers, who was retained as a consultant by Capt. Finch, believes this to be the first antenna of its type ever installed for either FM or AM broadcasting. He describes the antenna and its operation as follows:

"The high frequency of the new FM band together with the horizontal polarization have made it possible to achieve something new in broadcasting: a single unit antenna which has gain over a half wave. This gain is obtained by using a bent metal sheet along which the wavelength is longer than the wavelength in space so that the radiation comes from a long vertical column.

"This fact results in a concentration of radiation toward the horizon where it is desired with less power being sent to the sky and into the area immediately adjacent to the station where the signal is always more than sufficient. The WGHF antenna radiates nearly equally in all directions of the compass. The input impedance of the antenna is relatively low so that the insulation is not subjected to high voltages. Only one seal insulator is used and this insulator is protected from the weather."

CFAB Windsor, N. S., started operations Nov. 15 with a new 100 w transmitter on 1450 kc.

All Clear—Now

WHEN the airport traffic controller at Fairbanks, Alaska, heard a radio voice calling: "Weeks Field tower, this is Boeing 13354, ready for takeoff", he glanced out over the dark field, picked up his hand microphone and replied: "O.K., Boeing 13354, you're cleared for takeoff." Nothing happened, and he tried again—and again and again, but still no reply from the ship. Mystery was eventually cleared up by discovery that the plane at that moment actually was at Point Barrow and that the voice the traffic controller heard was one of Wien Alaska Airlines' regular dramatized commercials on KFAR Fairbanks. The commercial carries the voices of a pilot and a tower operator, one filtered, dramatizing the takeoff procedure. The controller's broadcast receiver had been tuned up just loud enough for him to hear the familiar words.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements • at any time
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS CO.
Commercial & Industrial Equipment
1031 No. Alvarado
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DON'T DISAPPOINT HONOLULU
CABLES PETE SIMMONS, KGU
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

LEAVE IT TO CARLIN
Mutual V-P Sends CBS V-P Bill for Baruch Boner

WHEN ANDRE BARUCH made a memorable fluff by signing off a Mutual program with the word "Columbia," Phillips Carlin, Mutual vice-president in charge of programs, sent the following letter to Douglas Coulter, his counterpart at CBS:

> Dear Doug:
>
> Attached is our bill at full half-hour network rates for CBS's participation in Mutual's *Leave It to the Girls* program of Saturday, Nov. 10.
>
> Even though Announcer Andre Baruch used the mention of Columbia Broadcasting only in the closing announcement, we must charge you full period billing since Mutual has no network rate for spot announcements.
>
> May I say in closing that we have been looking for just the right sponsor for *Leave It to the Girls*, and should your Saturday test over our facilities prove satisfactory we will welcome Columbia to our already distinguished list of satisfied clients.

The bill was for $11,630.55.

RADIO ADVERTISING START IS RECOUNTED

INTRODUCED on WINS New York as the first man to pay his own money to broadcast, Col. William H. Rankin, president of William H. Rankin Co., New York, told how he purchased 10 minutes of radio time on WEAF New York in December 1922 for $100 and gave a talk on "Advertising and its Relation to the Public", because he believed that radio could be made a big thing in our lives.

Col. Rankin said W. L. Aronson, vice-president of Vivaudau Inc., cosmetic manufacturer, gave the Rankin company the Vivaudau account as a result of that first broadcast, and sponsored advertising on radio started on a large-scale basis.

Comparing radio in England, from which he returned a short time ago, and the United States, Col. Rankin said, "There is just as much difference between day and night as there is in radio in the USA and the United Kingdom, where every radio owner has to pay a tax or rental of $2.50 a month, and also pay for the radio too, and there are no commercial radio programs. I would say if British radio as operated is worth $2.50 a month to a family, it is worth $25 a month to a home here in the United States. I sometimes think the home folks do not know this is possible only through the sponsorship of advertisers, and a greater appreciation should be shown to them and to radio stations."

ANNOUNCING

ANOTHER FIRST FOR

COMMERCIAL RADIO EQUIPMENT CO.

WE ARE NOW

CONDUCTING EQUIPMENT TESTS OF

W3XL

WASHINGTON, D. C.

98.9 MEGACYCLES

Located in the heart of the Nation's Capitol, W3XL is the first FM developmental broadcast operation in Washington, D. C. on the new FM permanent frequency band.

We hope to pass on the experience gained by this developmental operation to our many clients who will soon be constructing their own FM broadcasting stations.

We were also first to operate FM in Kansas City—now station KOZY.

COMMERCIAL RADIO EQUIPMENT CO.

CONSULTING RADIO ENGINEERS

OFFICES IN

KANSAS CITY, MO. WASHINGTON, D.C. HOLLYWOOD, CALIF.

RADIO ARTS SCHOOL PLANNED IN CANADA

FIRST SCHOOL in Canada to train announcers, producers, writers and singers for broadcast work has been founded at Toronto by Lorne Greene, former chief announcer of Canadian Broadcasting Corp., and during the war the voice of Canada on Canadian government newsreels.

The Academy of Radio Arts starts functioning at Toronto on Jan. 7, 1946, and is licensed by Ontario Dept. of Education.

Staff of the new school consists of Andrew Allan, CBC dramatic supervisor, to teach radio production; John Drainie, actor, to teach radio acting and sound effects; Fletcher Markle, discharged from the RCAF and a CBC writer, to teach radio scripting; W. H. Brodie, CBC supervisor of broadcast language, to teach speech and announcing; Lorne Greene to teach announcing; and Jack Allison to teach popular group singing. Business manager is Mrs. Edna Slatter, CBC personnel supervisor. Courses are planned to take six months.

YOUNG People's Concerts of the Philharmonic-Symphony Society of New York started 1945-46 series of six Saturday morning programs at Carnegie Hall on Nov. 17, broadcast on WQXR New York for third consecutive year.

Knows All

STU KENNEY, producer-announcer of CKEY Toronto, finds his morning greeting "Wake Up Ontario" on his *Musical Clock* program has telling effect. Writes one listener: "I have been in the habit of calling my two children during the eight o'clock news on your proprogram, *The Musical Clock.* When they hear you say 'Wake Up Ontario' they know it's time to get up. On Monday they were discussing Sunday School and Norman, who is twelve years old, said to Jean, who is eight, 'Jesus knows everything'. Jean came back with 'Well, so does Stu Kenney—he even knows when it's time to get up'."

Radio's Responsibility

RADIO is the most powerful medium we now have for reaching millions of people all over the world at one time, Norman Corwin, CBS writer-producer-director, told high school students on the WCAU Philadelphia Career Forum.

. . . and another reason why

WTAG PROGRAMS WIN MAJORITY APPEAL

The creative ability of a talented and versatile staff with unlimited facilities, keeps WTAG's locally produced programs abreast of the times. "When Johnny Comes Marching Home," designed to put servicemen back on jobs which they want and for which they qualify, was an immediate success. Entering its second year on the air, the program has already made possible the placement of several hnudred veterans. "Worcester and the World" made radio history on an international scale, and proved so inspiring and informative that it was rebroadcast week after week by the OWI, and highly praised by both the domestic and foreign press. "Gardening for Victory" drew comments like this: "Your programs are giving one of the finest services to the war effort that are on the air today." The high standard of WTAG's local news, entertainment and programs of civic importance, makes WTAG a great station in a great market.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Letter to the Editor

EDITOR, BROADCASTING:

I thought you might be interested in the enclosed clips, both of which appeared recently in the *Cleveland Press.*

MANNIE EISNER
WGAR Broadcasting Co.
Cleveland, O.

Nov. 2, 1945.

Charges

Excerpts from an Oct. 24 column written by Progressive Citizens' Committee of Cleveland Inc.:

"Allegedly, radio stations are supposed to operate in 'the public interest, convenience and necessity'. . . . Actually . . . radio stations today are operated for profit—period. If public service manages to get in somewhere along the line, it is purely an accident.

". . . The early-morning hours are jam-packed with recordings, spot announcements and piffle. . . . Along about 9 a. m. the routine changes—the soap operas go on the march [and continue] until about 5 p.m. . . . Then the 'children's' programs start. . . . At 6 p.m. the stations start giving with the news and local piffle and more recordings and more spot announcements. At 7 p.m., the networks take over and there is a succession of comedy, dramatic and 'popular' musical programs—and spot announcements. About 10:30 p.m., the stations take over locally again and fill with more news and piffle and spot announcements. . . .

"Now comes FM. . . . And unless the FCC carries out its avowed purpose established by law, the listening public will have to put up with the same kind of programs fed to us now. That is, Mr. Private Citizen, unless you . . . ask for more consideration of the 'public interest, convenience, and necessity'."

Reply

Excerpts from a reply by Carl George, assistant manager of WGAR, on Nov. 1:

". . . American radio has served public interest to the extent that there are 60,000,000 radio sets in the U. S., more than one for every home—something like the same number as in all the rest of the world put together, and the industry is only 25 years old. It would seem that there is more to American radio than just 'piffle'.

". . . The man who operates a private business . . . must serve the public interest, convenience and necessity. If a lot of people want fishing tackle, he will do his best to have plenty of it on hand—not to give away even at cost—but to sell at a profit. If a non-fisherman comes in and calls his merchandise 'piffle', I doubt if he'd throw the stuff away. . . .

"The facts show that more people listen more to the programs that are on the air today than to any other schedule that has been devised any place else in the world, and we're trying to do even better—to serve more people. . . . We admit we have faults and we want to correct them. . . . We believe it can best be done through individual initiative and free competition. We believe the public agrees."

Adnagaporp

MOST effective form of propaganda to BBC during the threatened Arabic revolt seemed to be a sheik, Koran readings, and a microphone. So a Koran reader of Levant was located and his chantings were recorded on film-strips for hours, broadcast on powerful transmitters. After a week of broadcasts, BBC learned through indignant letters from listeners that the film-strips had been running backwards.

CBC Separate

WITH the dissolution soon of the Department of National War Services at Ottawa, the Canadian Broadcasting Corporation, which came under the department's jurisdiction, will become a separate entity like the Canadian National Railways and its subsidiaries. It will be represented in Parliament by Dr. J. J. McCann, currently Minister of National War Services and National Revenue.

Nationalization

CANADA PLANS to follow the lead of Great Britain in nationalizing communications services now operated by Cable and Wireless Ltd., London, it was announced at Ottawa by Reconstruction Minister C. D. Howe. These facilities in Canada are owned by Canadian Marconi Co. Ltd., Montreal, which is partly owned by Cable & Wireless Ltd. If the plans are completed, Mr. Howe stated, the government would take over the communications services of the Canadian Marconi Co. and form a government company to operate them.

Splits CBS Franchise

AFTER 12 years as sole CBS outlet in Montreal, CKAC is now splitting its franchise with new 1,000 w station CJAD. CKAC in recent years has been increasing its percentage of French language programs, and today programming is 75% French to 25% English. On many occasions CKAC as a result has had to turn down English-language CBS shows which might come between two French-language shows and thus bring only a small English audience. CBS English shows will be carried on CJAD while musical CBS programs will continue to be aired on CKAC with French announcements. Similar two-language system is in use by CBC in Montreal, using NBC English-language programs on CBM and NBC musical programs with French announcements on CBF.

Armstrong

(Continued from page 16)

tually has the opposite effect.

Chairman of the IRE-RMA session, J. E. Brown, of Zenith, asked if any FCC representative cared to reply. Attending the meeting as an observer for the FCC was Willmar K. Roberts, engineer from the Laurel, Md., transmitter where Commission FM tests were made. No reply was made to the Zenith report.

Maj. Armstrong read excerpts from FM testimony at the October 1944 FM hearings before the FCC and pointed to what he termed discrepancies in testimony by FCC engineers.

Zenith Analysis

In announcing results of the Zenith findings G. E. Gustafson, engineering vice-president, said the analysis indicated the following:

1. The signal obtained on 91 mc is less than theoretical predictions, and the signal on 45.5 mc is above theoretical predictions.

2. Using the FCC suggested method of analyzation, we find that the 45.5 mc signal averages three and one-half times the average signal on 91 mc.

3. Since these recordings are in microvolts per meter, and since the antenna length on 91 mc is one-half the antenna length on 45.5 mc, the actual signal in microvolts introduced at the receiver terminals is approximately seven times greater on 45.5 mc than on 91 mc.

4. This would mean that there is a power ratio difference of 49 to 1. In other words, if there were a transmitter operating on 10,000 w on 45.5 mc cycles, a transmitter on 91 mc to give the same input signal to the receiver would have to have a power of 500,000 w.

5. We recognize that there is a noise factor which would influence these results to some extent, and that it is impractical to establish exactly what this factor may be. However, it has been estimated by our theoretical group and others that to provide equivalent service the transmitter on 91 mc would still have to have power between 100,000 and 200,000 w as compared with 10,000 w on 45.5 mc.

6. This situation is made worse by the decision of the FCC to reduce the power of transmitters when the change is made from the existing 42-50 mc to 88-108 mc band. As an example, the transmitters in Chicago which at the present time are either operating or were scheduled to operate on a power of 50 kw have been assigned 12½ kw for the new band. These figures are based on an antenna height of 600 feet.

7. An analysis of the recordings shows that on 91 mc the signal drops below a useable value sometime during three out of every four hours. In making the move to 100 megacycles the FCC gave as their reason long distance interference which they hoped to eliminate by this move. Industry testimony was that this interference existed for small fractions of 1% of the time. Technical witnesses for the FCC indicated that it might exist for a small percentage of the time. It is our opinion that the signal on 91 mc is **entirely absent for a much greater percentage of the time** than interference on 45.5 mc is present, either on the industry testimony or on the FCC technical testimony.

It is our opinion, after observing these results that a frequency of 91 mc will not give satisfactory rural service, and that the frequency modulation system as planned for 100 mc would be satisfactory only for local service.

We feel that the FCC has been misled on this matter, because during its hearings data was presented to them predicting theoretical field strengths approximately the same on the high frequencies as on low frequencies. Practical tests we have been running indicate that this theoretical data is not correct.

DR. W. A. CHASE MEDICINE Co., Toronto (proprietary), has started thrice-weekly musical programs on CKEY Toronto. Ardiel Adv. Agency, Oakville, Ont., has account.

CBC Reorganizing Two Departments

Changes in Program, Station Relations Units Made

REORGANIZATION in the program and station relations departments of Canadian Broadcasting Corp., providing for many staff members returning from overseas service and to meet the need for peacetime programming, has been announced by Dr. Augustin Frigon, CBC general manager at Ottawa. Changes affect CBC central operations at Toronto.

Station relations division has been divided into two sections under Jack Radford, station relations supervisor. Mr. Radford will have direct control over the new broadcast regulations division, of which the station relations department will be a section under the immediate supervision of George R. Young, former CBC regional representative in the Maritimes at Halifax. In Quebec, Maurice Goudreault will continue as station relations manager for French-language stations, under Mr. Radford.

W.E.S. Briggs, former CBC announcer and producer, discharged from the Royal Canadian Navy as a lieutenant commander, will succeed Mr. Young at Halifax. His new title will be regional program director.

Program Functions

In the program division the reorganization is under E.L. Bushnell, director-general of programs. CBC Trans-Canada and Dominion networks will have program directors directly responsible to Charles Jennings, general supervisor of programs. H. J. Boyle, former farm broadcast superviser, will be program director for Trans-Canada, and H. G. Walker will continue as program director and manager of Dominion. Responsible to Mr. Boyle and Mr. Walker will be a supervisor of presentations, John M. Kannawin, former chief of the CBC Overseas Unit, who will be in charge of studio staff of Toronto network key stations CBL and CJBC.

A new position is supervisor of exchange programs, which combines the posts of international exchange programs and liaison for CBC international service. Charles R. Delafield, supervisor of religious and educational programs, adds the duties of supervisor of exchange programs, which covers exchanges with U. S. nets and the BBC. W. J. Dunlop, of the commerical department, discharged from the Royal Canadian Navy, will assist Mr. Delafield on religious and educational programs.

Ernest Morgan, formerly on international exchange programs, becomes producer of special musical programs. Fergus Mutrie is promoted from assistant supervisor of farm broadcasts to supervisor of farm broadcasts.

TO
ADVERTISERS
WHO
ARE
LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in **your** industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you **how and why** this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

MORE RADIO
HOMES HERE
THAN IN ANY
SOUTHERN
CITY

WIS
COLUMBIA
SOUTH CAROLINA

5000 WATTS • 560 KC

G. RICHARD SHAFTO
General Manager

J. DUDLEY SAUMENIG
Sales Manager

FREE & PETERS, Inc., National Representatives

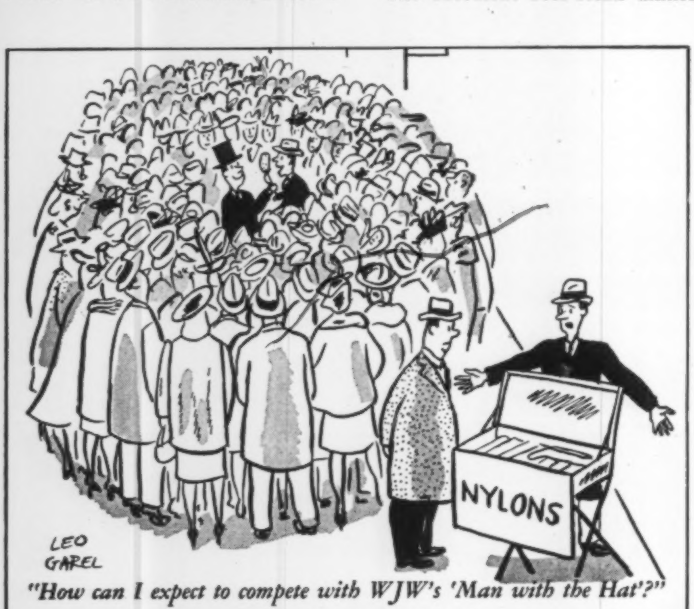
YOU KEEP CUSTOMERS WHEN YOU

KEEP SPOTS BEFORE THEIR EARS!

ask a John Blair man

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS



"How can I expect to compete with WJW's 'Man with the Hat'?"

There's a SOCK to WJW programs that attracts customers . . . SHEER enjoyment that holds them . . . for morning and afternoon, Monday through Friday, WJW delivers more dialers per dollar in Cleveland than any other station.

BASIC ABC Network CLEVELAND, O. WJW 850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Swezey

(*Continued from page 10*)

few thousand feet up. And for some reason he never came back.

Lovely Paris and the poor humiliated Parisians who sold their souls to save her put me down a little lower.

No, I didn't get any kick out of seeing the bared entrails of Frankfort and Hamburg. Sure, maybe they deserved it. But what a crime that it should have to happen at all. It's beneath the stature of man. By the time I got to Hannan I was so dyed in Indigo that I would have rated top scale as a mourner. Then the little Polish kids in the dank school-room in displaced persons camp sang their little song about the waving grain. Bright-faced cute kids with tiny clear voices. No vestige of certainty in life for them! Where were they going? Most of them didn't even know where they had come from. I was down for the count that time.

As I stumbled through the rubble of Berlin which to me was the last word in total destruction—I thought "You might as well be wandering over the battlefields of Gettysburg. This is all out-moded. We do it better now—the atomic bomb."

The succulent beef-steak dinner in the swank al fresco night club in Rome didn't improve my spirits any. I had seen that day too many consumptive hollow-eyed kids scrounging around in the gutters.

Even on the gorgeous Cote d'Azur it hit me. You'd like to scramble along those rocks by the sea, careless and free with the sun and warm wind in your face. Sure, go ahead but "Achtung Minen!"—mines—all over the place. Right there a young nurse and some kids were blown to bits a few weeks ago. So you stick like a leech to the little beaten path.

So it grew thicker and thicker, but it was not until we were on our way home that I hit an all-time low. Sure I'd go home and I and all the characters with me would stick our feet under desks, answer telephones, and get lost in a cloud of very very important papers; and we'd worry about Junior's tonsils and our golf scores and bank accounts; and we'd get so darned busy that we couldn't keep track of Europe any more and what our government was doing over there unless it seemed to be spending too much money at it. In short we'd forget. It's so easy to forget—we forget a lot of things—quaint stuffy old phrases like "Eternal Vigilance is the price of Freedom".

If we forget this time we won't have to go on any witch-hunt for war criminals. We can just take a squint in the mirror. But maybe we can't—it's rumored there's a shortage of glass around Nagasaki.

Sure, it was a great trip, Sol.

Rehabilitation Series

SERIES of Monday evening programs each devoted to one specific aspect of the rehabilitation of returning war veterans starts Nov. 19 on WNYC New York titled *Johnny Came Home*. Mayor F. H. LaGuardia is to open the series with a description of the work of the New York City Veterans Service Center. Series written by Darcy Miller, produced by Mike Jablons.

VETERANS of the *Army Hour* attend the final broadcast on Armistice day. They are (l to r): Ed Herlihy, NBC *Army Hour* announcer; Mrs. Idella Grindlay Kampf, former traffic manager of the Radio Branch, War Dept. Bureau of Public Relations; Maj. Robert Pollock, former radio officer of Public Relations Division, SHAEF; Edwin Dunham, in charge of NBC production on the program, and expert radio consultant to the War Dept.; Col. Edward M. Kirby, former chief, Radio Branch.

Sellers

(*Continued from page 10*)

by communities publicizing harvest festivals and other civic events dear to the hearts of Californians. In Roseville, 16 miles away, KCRA presented the first remote broadcast in the city's history, and similar gestures in other cities are paying off with large out-of-town audiences.

Before joining KCRA, Frank worked on the sales staffs of KWJJ Portland and KVAN Vancouver Wash. Born June 15, 1910, in Minneapolis, Minn., he broke into radio in front of a microphone in Spokane and ever since has been an enthusiastic booster of the West Coast. Single—so far—his hobbies are hunting, fishing and swimming—and singing the praises of Sacramento.

Part of KCRA's Service, Frank points out, is for the farm audience, and it doesn't consists of hillwilliam programs either.

"Our farmers are college men and the most prosperous in the country. You can't look down your nose at them, and you better not talk down to them. They farm scientifically, and they are as well informed on world events as any city man. That's why KCRA tells the national business that its farm and city audience are the same. They like the same programs and they buy the same things," he explains.

Frank wants the world to know that KCRA had the foresight to construct its studios and equipment for a quick conversion to FM, even though it has made no application to the FCC.

"That's one reason, among many," he says proudly, "why KCRA's signal and reception is so good."

After talking to Frank for an hour, you can understand why he says a lot of his national accounts get a far-away look in their eyes and ask him what the train fare is to Sacramento. In fact. . . .

Letters

(*Continued from page 17*)

sion of Secretary Byrnes' broadcast, CBS invested in this way approximately $15,000 for the privilege of carrying the Secretary's talk. In that case we felt the investment was more than justified for CBS and its independently-owned affiliated stations because of the high quality of the public service inherent in the speech.

WINX implies that CBS sought this talk by Secretary Byrnes on an exclusive basis. This is entirely untrue. We advised the State Department that we would not voice a word of protest if the talk was carried on some other network instead of CBS, or even on two or three other networks.

WINX also claims that the talk, as broadcast, could be heard by only a minority of listeners. This is equally untrue. The CBS network consists of 150 stations whose night-time coverage pattern reaches into 98% of all American homes with radios. I should point out also that WINX's coverage is completely duplicated by our own Washington outlet.

It seems to me that much of the WINX letter was devoted to a wholly false premise—the fallacy that because Secretary Byrnes' original words were broadcast only over CBS they were denied either duplicate or additional circulation. They became instantly, upon his uttering them, the common property of every other broadcaster, every news service, every local newspaper. They were reprinted verbatim in the press. They were paraphrased and quoted in news stories. They formed a salient part of the content of practically every news broadcast on the networks and on local stations during the next twenty-four hours. True, these words were audible to 98% of the radio homes of the United States when the Secretary first spoke them. But this is no more relevant to the issue of free speech than if Secretary Byrnes had chosen not to broadcast and had made his talk before a group of 500 invited guests in a hired hall. The false issue of free speech might be just as speciously raised because only 500 people could sit there and the rest of the world was excluded. As long as the radio and the press were free to quote and repeat every word the Secretary said or any part of those words, the issue of freedom of speech is met surely, squarely, and beyond cavil.

Now to go on to the comments you invited me to make on State Department policy in this connection. Frankly, it seems to me that the needs of listeners have been pretty well served in the past, and the WINX letter has not impressed me with the need for change. However, if you feel differently—in cases where the State Department itself initiates the speech and is actively seeking a radio forum—a very simple equation recommends itself. Why not offer any such broadcast to all four networks and to independent stations, with a clear disavowal of any demand by the State Department that all networks or any particular one of them carry any particular talk. This would avoid any discrimination at the outset. It would also avoid any hint of government dictation to a free radio. If the talk in question is timely, important and newsworthy, I am sure that one or more radio networks will carry it to listeners all over the country. If an offer to broadcast on an exclusive basis was received, the State Department would be free to decide whether, under all the circumstances, such a broadcast would most effectively reach the desired audience.

With best regards,

PAUL W. KESTEN

* * *

Kesten to Coy

New York 22, N. Y.
November 2, 1945

Mr. Wayne Coy,
Vice-President,
WINX Broadcasting Company,
Eighth and Eye Streets,
Washington, D. C.

Dear Mr. Coy:

After answering Bill Benton's friendly invitation to comment on the multiple network hook-up question, I realized tardily that I should have sent you a copy of my comments.

So I dropped the Assistant Secretary a note today, telling him I would cover the same group of addressees who received copies of your letter, and here it is.

Sincerely,

PAUL W. KESTEN

* * *

Benton to Porter

November 1, 1945

Dear Paul:

My letter about Wayne Coy's protest wasn't intended to evoke a formal debate. You lecture me as if you were addressing a public forum or a Congressional committee.

I understand your letter better now Mr. Gammons* notifies us you'd like to publish it in BROADCASTING. I wish you would for this issue needs further clarification and maybe we'll get it through an open discussion of your letter.

The issue isn't freedom-to-listen and should not be distorted into such; further, I didn't present it to you as four networks versus one (your topic sentence). The main issue is this: what is *adequate* coverage, in the public interest, for a speech as important as that of Secretary Byrnes'? I don't think your point that each of the big networks is "audible" to most of the set owners is the whole answer by any means.

Incidentally, I haven't seen the figures on network coverage for years. Would you mind giving me a list of the stations which carried Secretary Byrnes' broadcast, and any figures available to show that these stations "were audible to 98% of the radio homes of the United States"?

On what basis is the State Department to choose among networks if they all insist on carrying exclusively or not at all? And if we make the Secretary's speeches available to all without recognizing exclusivity, as we do with press releases, shouldn't we include independent stations like the Washington Post's? That could mean there would be no national coverage at all.

If you intend to publish in BROADCASTING, I'm sure you don't object to my sending copies of our correspondence to Wayne Coy and Paul Porter, which I am doing forthwith.

Very sincerely yours,

WILLIAM BENTON

---

*Apparently the writer is referring to Earl Gammons, Washington director of CBS.

* * *

Benton to Coy

Washington
November 1, 1945

Dear Wayne Coy:

Do you want to comment further, in light of the attached correspondence with Paul Kesten, and his apparent intention to break forth in BROADCASTING? I see no reason why you shouldn't make use of my letter attached, if you are prepared to follow through further on this issue. I would welcome any further comments from you, and to tell you the truth, I

(*Continued on page 92*)

*

WNAB

BASIC-AMERICAN IN
BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

WNAB *programming* is concentrated on the Bridgeport metropolitan area with its 216,000 people and almost $100,000,000 in 1939 Retail Sales. WNAB *coverage* is confined to the area of maximum results. WNAB *results* will make you beam!

PICTURE OF...
A MAN WHO.... CHANGED FROM...
ONE STATION ...TO ANOTHER

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

KFMB
Sells
SAN DIEGO

KFMB offers you the "inside track" to reach and sell the 373,000 persons in greater San Diego. KFMB is the hub of this highly concentrated market—the only source of primary ABC network service.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

NORTH
EAST
SOUTH
WEST

The Texas Rangers
SELL
MANY PRODUCTS FOR
MANY ADVERTISERS

NOW ON

KDYL
Salt Lake City
Soil-off

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

WE'RE NOT PIG-HEADED ABOUT HOG JAW (Ky.)!

Yes, Hog Jaw's an actual Kentucky town, or settlement, or *something*—but let us offer you a juicier cut of the State! The Louisville Trading Area is rich with more buying power *than the rest of Kentucky combined*. This market not only is the source of pork chops—it also lets an advertiser take home the *bacon!* But how in the world could you use a Hog *Jaw?*

LOUISVILLE'S
WAVE
5000 WATTS . . 970 K.C. N.B.C
FREE & PETERS, INC.
National Representatives

NEW YORK IS A SMALL TOWN

When you're staying at The Roosevelt! All the best of Manhattan is within comfortable walking distance of this midtown hotel, known for Hilton hospitality. Rooms with Bath from $4.50.

HOTEL
ROOSEVELT
Dean Carpenter, Gen. Mgr.
MADISON AVE. AT 45TH ST.
NEW YORK
Other Hilton Hotels include
Chicago: The Stevens
Dayton:
The Dayton-Biltmore
Los Angeles:
The Town House
C. N. Hilton,
President

Direct Entrance to Grand Central Terminal

Letters

(*Continued from page 91*)

would like open and frank discussion of this whole issue, looking towards developing guidance on the State Department's future policy.

Very sincerely yours,
WILLIAM BENTON

* * *

Coy to Kesten

Washington
November 13, 1945

Dear Mr. Kesten:

Shortly before I received your letter of November 2, enclosing a copy of your letter to the Honorable William Benton, dated October 25, 1945, I received a copy of your letter from him. He asked me if I had any further comments to make. As you will see from the attached copy of my reply to him, I do have further comments to make.

With kindest regards,
Sincerely yours,
WAYNE COY

Encl.

* * *

Coy to Benton

Washington
November 13, 1945

Honorable William Benton,
Assistant Secretary of State,
Department of State,
Washington, D. C.

Dear Mr. Secretary:

Of course I want to accept your generous invitation to comment further on the question of free access to official radio broadcasts. I protested, as you know, when WINX was denied an opportunity to broadcast Secretary Byrnes' recent report on the London meeting of the Council of Foreign Ministers. I feel even more strongly impelled to protest now that I have read Mr. Paul Kesten's reply to your request that he comment on my letter of October 11, addressed to the Hon. Justin Miller, President of the National Association of Broadcasters.

In his initial paragraph, Mr. Kesten transfers the issue which I raised to one of his own choice—four network hook-ups versus single network broadcasts. As you yourself noted, this simply is not the issue, Mr. Kesten to the contrary notwithstanding.

In passing, however, I should like to deal briefly with Mr. Kesten's issue, if only because of the exceedingly curious reasoning with which it is supported. The logic of his "pure democratic principle" would lead one to the conclusion that our printed press is totalitarian because most metropolitan newspapers choose to publish in full any major address by the Secretary of State. Mr. Kesten's view, I take it, is that the Post ought not to be allowed to offer its readers the text of a public speech offered to the readers of the Star, since anyone who wishes to do so can buy a copy of the Star at any newsstand. It would follow, then, that the Department of State is ignobly limiting "freedom to read" by making its press releases available to more than a single outlet in any community. Thus, press or radio freedom, according to this concept, must necessarily spell enslavement of the public.

Having wound himself into this fantastic dilemma through three pages of typescript, Mr. Kesten, at last, in his final paragraph, comes to the guts of the matter and a reasonable solution in which I heartily join. "Why not," Mr. Kesten asks, speaking of situations in which the State Department is seeking a radio forum, "offer any such broadcast to all four networks and to independent stations, with a clear disavowal of any demand by the State Department that all networks or any particular one of them carry any particular talk?" Why not, indeed? As Mr. Kesten so astutely observes, "This would avoid any discrimination at the outset. It would also avoid any hint of government dictation to a free radio." I cannot, however, go along with his concluding suggestion that the State Department ought, under any circumstances, to consider an offer to broadcast on an exclusive basis.

Here, of course, is the real issue. And it is precisely the issue raised by WINX in the protest which precipitated this controversy. Denial to WINX of an opportunity to broadcast Secretary Byrnes' speech was just the sort of discrimination which Mr. Kesten suggests should be avoided at the outset. And in the favoritism shown to CBS, it seems to me, there was more than a hint of "government dictation to a free radio." Favored media are never genuinely free.

Mr. Kesten tells you Columbia "advised the State Department that we would not voice a word of protest if the talk was carried on some other network than CBS, or even on two or three other networks." I do not challenge his assertion. The point is that WINX was refused the right to carry this speech, and refused it by the State Department itself—on the ground, as you explained to me over the phone, that network policy made it exclusive to CBS. WINX was also refused the right to carry the speech by the CBS-owned station in Washington for the same reasons. The network policy, I think, is itself nefarious; but Government implementation of it is far worse.

WINX—and other radio stations as well, no doubt—wants free access to public addresses by Government officials. WINX wants this access, frankly, because it is in competition with CBS and with other broadcasters for the respect and the attention of the listening public. And this competition, I respectfully submit, is the very essence of freedom of the air.

There can be real freedom of the air only if official statements, like other items of news, are freely available to all who wish to transmit them—and on a basis of absolute equality. Freedom to broadcast, so far from being inimical to "freedom to listen," is its very fountainhead. When this freedom is limited or infringed in any way freedom of the air becomes impaired.

Sincerely yours,
WAYNE COY

ROTHROCK OPENING CONSULTING OFFICE

HAROLD B. ROTHROCK, until Oct. 31 a member of the engineering firm, May, Bond & Rothrock, now May & Bond [BROADCASTING, Nov. 12], has opened his own consulting office in Washington, he announced last week. He will be officed temporarily at 301 N. Greenbrier St., Arlington, Va., telephone Ch. 2267.

Mr. Rothrock

Born in Princeton, Ind., Mr. Rothrock was graduated in 1935 from Purdue U. and took a job in the radio engineering department of General Household Utilities Co. A year later he was named engineering counsel for the Clear Channel Broadcast Service, a post he held until 1941, when he joined the consulting firm of Ring & Clark, Washington.

In January 1943 Mr. Rothrock was appointed to the technical staff of Bell Telephone Labs., remaining until July 1945. He became a partner of May, Bond & Rothrock when that firm was established in October 1944 [BROADCASTING, Oct. 23, 1944], but did not become an active partner until Aug. 1, 1945, when he left the Bell Labs.

Net Shows Move

TWO MORE network shows, NBC's *Smilin' Ed McConnell and Buster Brown Gang*, Saturday 10:30 a.m. CST, and *World Parade*, Sunday 2 p.m. CST, will vacate Chicago in December. Smilin' Ed, sponsored on over 61 stations by Brown Shoe Co. thru Leo Burnett Agency, leaves Chicago Nov. 24 and begins Hollywood origination Dec. 1. *World Parade* with Lou Breeze Orchestra, Singer Phil Kinsman and Commentator Max Hill will originate from San Francisco Dec. 16, move to Hollywood Dec. 3 and then switch to New York in mid-January. Replacement will be Carmen Cavallaro Orchestra, with Mr. Hill as permanent commentator. Sponsor is W. A. Sheaffer Pen Co. through Russell M. Seeds Co. over 142 NBC stations.

BENNET H. KORN, recently discharged from the Army, returned last week to WQXR New York as an account executive in the sales department.

CBS

(Continued from page 18)

and director of a number of its sustaining programs before leaving for England in the spring of 1943. Following his graduation from the U. of Pennsylvania in 1937 he took a year's apprenticeship course at CBS, during which he was permanently assigned to programming. Programs he directed included *So Proudly We Hail*, *Report to the Nation*, and the General Motors *Cheers From the Camps.*

In his first European assignment for OWI he was attached to the U. S. Embassy in London, where he helped organize the American Forces Network for troop entertainment. Later, as chief of field radio of SHAEF's Psychological Warfare Division, he moved into France shortly after D-Day and followed the troops across western Europe and into Germany. His final wartime assignment was as assistant to the deputy chief of the Information Control Division, U. S. Forces ETO, post then held by Col. Paley.

SANDEBERG TO HEAD AVERY COAST OFFICE

DAVID H. SANDEBERG, for the past two years Pacific Coast manager of Paul H. Raymer Co., has been appointed Pacific Coast manager of Lewis H. Avery Inc., it was announced last week by Lewis Avery, president of the firm. Mr. Sandeberg will headquarter in Mr. Avery's San Francisco office, which will open on Dec. 1 in the Russ Building.

Mr. Sandeberg

Mr. Sandeberg has represented several national magazines on the West Coast and in 1933 entered the radio representative business in California. In 1934 he became sales manager of KYA San Francisco, and from 1938 to 1943 served as San Francisco manager of the McClatchy Broadcasting Company.

NOW TAKE SAVANNAH!

—High Spot of the New Industrial South. Here is PERMANENCE — "PLANTS-PAYROLLS-PEOPLE". Great today, *greater* Tomorrow. Yours thru WSAV!

NBC

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

WDSU Appeal to Clear Record Turned Down by Commission

AN APPEAL by a radio station to expunge from the record criticisms which it feels have injured its reputation and will affect its standing in future proceedings was turned down last week by the FCC in denying a petition of WDSU New Orleans requesting withdrawal of an opinion.

Although the Commission had dismissed a charge against the station that it refused "equal opportunity" to political candidates during an election campaign [BROADCASTING, Sept. 10], the station contended that the opinion on the case "contains a reprimand which is unfair in view of the facts and circumstances" developed at the hearing on the complaint. The petition pointed out that the Commission concluded its opinion by stating: "The facts disclosed in this record are subject to further review . . . when an application is made for renewal of license."

The Commission proceeding had resulted from a protest by Sen. John H. Overton (D-La.) that he had not been accorded the choice time on WDSU as that granted one of his opponents, E. A. Stephens, majority owner of the station. The Commission upheld this protest but dismissed the complaint with a reminder that a station "is not an instrumentality to be used for his (the licensee's) personal political advancement."

The station's petition recognized that since it was not "aggrieved" or "adversely affected" from a legalistic standpoint by the Commission's action it could not obtain a court review of the findings nor could it ask for a rehearing. But silence to the Commission's findings and conclusions, it declared, "might be construed by the Commission as acquiescence."

The petition challenged the Commission's findings with regard to the value of Saturday night time, which the opinion held inferior to Thursday night for political broadcasts. It declared the Commission "completely overlooked" testimony based on a Hooper survey showing that more sets were in use in New Orleans during the time offered to Sen. Overton than during the time used by Mr. Stephens.

The petition contended that there is not "a single iota of evidence" to support the Commission's implication the station was used for the personal political advantage of Mr. Stephens. It asserted the station adopted policies to insure that no preferential consideration would be accorded Mr. Stephens, who has been in political life in Louisiana for many years.

Finally, the petition declared, the Commission's opinion does not announce a sound policy for the guidance of licensees but "in effect places upon candidates for public office or their radio managers the responsibility for determining what constitutes 'equal opportunities' and makes the licensees of stations entirely subservient to their wishes and desires in the matter."

Bogart Resigns

ELLIOT BOGART, account executive of Brisacher, Van Norden & Staff, Los Angeles, has resigned.

Sommers Joins Dennis

HOWARD SOMMERS, free-lancer, has joined Robert F. Dennis Inc., Los Angeles agency, as director of production. MILDRED FLUENT, formerly assistant executive director of Apparel Creators, Los Angeles, has been added to the agency as account executive.

Radio Headlines

ROGERS JEWELERS, Stockton, Cal. (retail), is sponsoring quarter-hour Noon Edition of Radio Headlines, five days weekly on KWG Stockton. Agency is Kelso Norman Adv., San Francisco.

Zukor's Sponsor News

ZUKOR'S Inc., Los Angeles (women's apparel), on Nov. 12 started five times per week sponsoring Sam Balter—Commentator, on KMTR Hollywood. Contract is for 52 weeks. Firm also sponsors Sam Balter once weekly on 14 American Pacific stations. Agency is John Barnes & Associates, Hollywood.

Brisacher Named

PACIFIC INTERMOUNTAIN EXPRESS Co., Oakland (freight service), has appointed Brisacher, Van Norden & Staff, San Francisco, to handle advertising.

Ellinwood Names Fagan

ELLINWOOD INDUSTRIES, Los Angeles (garden tractors), has appointed O. K. Fagan Adv., Los Angeles, to handle national advertising.

Utley on Express Flight

CLIFTON UTLEY, NBC commentator and foreign affairs expert, is sole radio representative aboard American Airlines first Chicago to London air express, Nov. 19. Mr. Utley will describe the 21-hour trip on NBC "News of the World" Tuesday, Nov. 20, 6:15 p.m. (CST).

'Opry' Goes Network

RALSTON PURINA Co., St. Louis, will become sponsor of the full-hour *Opry House Matinee* on MBS. The feature went on the network from 12 to 1 p.m. (EST) over 170 stations last Saturday, originating from St. Louis' Princess Theater. Second half-hour of the production is sponsored by Cereal Division of Ralston Purina. First half-hour will be sustaining until Jan. 15, when the Feed Division assumes sponsorship. Agency is Gardner Adv. Co., St. Louis.

Nelson to American

JOHNNY NELSON, with discharge from Navy with rating of lieutenant, has resumed as announcer-producer of American Breakfast in Hollywood. He has also been assigned m.c. on daily Bride & Groom series on that network.

Petry With NBC

ALEX PETRY, with release from Army Air Forces, has resumed as director of NBC Hollywood music rights department, and replaces Myrna Bay Comparte, resigned.

Halliburton Account

ERLE P. HALLIBURTON Inc., Los Angeles (mfgrs. aluminum furniture, airplane-type luggage), has appointed J. Walter Thompson Co., Los Angeles, to handle national advertising.

Arctic-Temp Agency

ARCTIC-TEMP MFG. Co., Los Angeles (refrigerators, home freezers), has appointed Hillman-Shane-Breyer Inc., Los Angeles, to place advertising.

Mariesta Agency

MARIESTA Co., San Francisco (mfgrs. Peek-A-Boo Bras), has appointed Pacific Coast Adv. Co., San Francisco, to handle advertising.

5000 WATT
Selling Power in Industrial New England

WLAW has listener loyalty from New England's 3rd largest concentrated radio audience. Send for map and data.

Basic Station
American Broadcasting Co.
WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

Mr. R. K. "Check" Turner
Carbide and Carbon Chemicals Corporation
South Charleston, W. Va.

Dear Check:

My working at night like this . . . I didn't get a chance to get around to any of the big celebrations you were havin' in connection with Carbide's 25th Anniversary . . . but I sure heard about it . . . bringin' in all those entertainers even heard believe - it - or-not, you had Bob Ripley here. Well that's what I keep tellin' my friends all over the country . . . when we do somethin' down here in Charleston . . . we just go ahead and do it . . . why you people down at Carbide started out with nothin' back in 1920 and now you have the second largest chemical corporation in the world . . . and you ain't even started yet . . . gosh you make over a thousand different chemicals now . . . it just doesn't seem possible that one outfit could turn out so much stuff. Well when you have your big celebration next year I'd appreciate it if you'd send someone around to wake me up and let me in on it . . . I guess I could get Charles to catch the boss's office for me that night.

Yrs.,
Algy

WCHS
Charleston, W. Va.

WCKY

the 50,000
watt voice
of Cincinnati

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

Every national advertiser
wanting results in the
MARITIME PROVINCES
OF CANADA
should make sure that his
schedule includes
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

630 KC. 5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
AMERICAN
BROADCASTING
COMPANY

Porter

(*Continued from page 20*)

there might be 2,000 to 3,000 FM stations and asked whether he thought commercial possibilities would support that many or whether they would be subsidized by individual groups, Mr. Porter replied:

"I think there is a grave question as to the extent to which we can expand the radio activity in this country by four or five hundred per cent. But there will be opportunity for educational institutions, for municipalities, for foundations, and great commercial possibilities through competition. And it is my hope that competition will mean that there will be the survival, a sort of competition for excellence."

Regarding the FCC's setting aside of certain FM facilities for nonprofit operations he said "the educational institutions have 20 channels . . . for FM stations and those will not be commercial but will be used by these institutions." Asked about a complaint submitted to FCC by the National Citizens Political Action Committee relating to the conditional licensing of a number of FM stations to standard broadcasters, he answered:

"They did complain that some 100-odd stations had been given conditional licenses, but we pointed out in my reply to them that hearings had been held, that there was an affirmative showing that these licenses would be operated in the public interest. So it was not a promiscuous handing out of FM licenses."

TV Principal Medium?

Questioned about television and whether it will ever replace sound radio, Mr. Porter said "that does involve some crystal-gazing" but that "television is sound radio," combining sight with sound. "And it is my firm belief," he added, "that within some period of time—I wouldn't want to put down a timetable—television will be the principal medium of home entertainment in this country." On color TV, he said, "I am like the Baptist preacher on total emersion—I not only believe in it, I have seen it."

Reporting that proposals have been made to the FCC that would tend to freeze a certain set of TV standards for 10 years, he expressed the personal view that "we should not lock the door to progress. Anyone who buys a television set, just as anyone who buys a new safety razor, does so at his peril."

He said, however, that he thought "you can get service and get it for some time to come out of any system which the Commission licenses. But that is not to say that a new system two years, three years or some time hence, will not be developed that will give the opportunity for a superior service." Asked whether a change in video transmission would not make receivers obsolete, the FCC chairman said "that is one of the phenomena which gives members of the FCC grey hairs."

OFFICERS of the Advertising Club of Los Angeles at annual meeting of Pacific Advertising Association in Los Angeles included (l to r) John R. Christie, advertising director of Citizens National Bank, second vice-president; Edward Mills, vice-president of Van de Kamp's Holland Dutch Bakeries, club president; Sidney Strotz (standing), vice-president of NBC; Fred Kerman, vice-president of Pacific Mutual Life Insurance Co., first vice-president of club. Speakers included PAA President Charles A. Storke, on tour of 29 advertising clubs in West.

Suit for $150,000 Filed Against KWK by Bennett

SUIT for $150,000 damages has been filed against Thomas Patrick Inc., operating KWK St. Louis, by Myron J. Bennett alleging the station refused to reemploy him as an announcer after discharge from the service last July. He is now employed in Cincinnati.

R. T. Convey, KWK president, in a statement denied KWK had refused to rehire Mr. Bennett or any other serviceman. He said Mr. Bennett had not applied to have his job back but had tried by long-distance telephone to involve the station in competitive bidding for his services. He added that Mr. Bennett had refused to return unless he could have the same time periods he had before entering the service, and at a substantial increase in salary.

FEATURING French-language shows produced at the station, CKAC Montreal has released an eight page booklet with a seasonal tang, "CKAC Happy Hunting Grounds". Humorous hunting drawings showing hunters, wild life and modern artillery, describe each show and cost to sponsor.

Whitton With CHML

HARRY WHITTON, formerly with the music staff of CHML Hamilton, and program director of CKSO Sudbury, has joined CKEY Toronto, in the merchandising department.

Kresge on CKEY

S. S. KRESGE Ltd., Toronto (chain variety stores) has started twice weekly live Santa Claus program on CKEY Toronto. Account was placed direct.

Seafood Program

SUPERIOR SEAFOOD CO., Los Angeles (Honor Brand frosted foods), on Dec. 3 starts sponsoring daily early morning transcribed musical program on KFAC Los Angeles. Contract is for 26 weeks. Hillman-Shane-Breyer Inc., Los Angeles, has the account.

WMCA STARTS NEW NETWORK SCHEDULE

WMCA NEW YORK, which joined the Associated Broadcasting Co. network on Nov. 5, started regular network program operations on Nov. 18 with musical, commentary and public service features.

Commentaries of Frank Kingdon, Tuesday through Saturday, 10:30-10:45 p.m. and J. Raymond Walsh, Monday through Friday, 7:30-7:45 p.m. as well as *The Halls of Congress* Sundays, 3:30-4 p.m. will head the list of WMCA shows fed to network. A quintet led by Mac Ceppo, titled *The Ceppos*, Monday through Friday 12:30-1 p.m. will be aired only on the network, and on Sundays 2:05-2:30 p.m. on WMCA and other Associated stations.

Two other programs will originate at WMCA for Associated. They are Ray Smith's *Songs of the West*, Monday through Friday, 2:45-3 p.m. and organ interludes, Monday through Friday, 3:05-3:15 p.m. Neither program will be carried locally by WMCA however.

WMCA will receive from the network the Monday night Adam Hats fights; name bands from the various parts of the country nightly 10:45 to midnight and a series of concerts by the Seattle Orchestra starting Nov. 20, Tuesdays 11:30 p.m. to 1:30 a.m.

Malone Joins S & H

WILLIAM A. MALONE Jr., advertising manager of cosmetic division of American Home Products, has joined Sherman & Marquette, New York, in an executive capacity.

In Black and White

REVIEWING promotion ads run regularly throughout the year in newspapers, WIP Philadelphia has issued a pamphlet, "Here It Is in Black and White", reproducing the ads. Each ad occupies a page, with the white space set off against black background of page paper. Opposite each is list of papers in which it ran.

Tincher Back to WNAX Post as General Manager

MAJ. ROBERT R. TINCHER returns Dec. 1 to WNAX Yankton, S.D., as general manager, Gardner Cowles Jr., president of Cowles station, announced last week.

Maj. Tincher

Don Inman, who has been acting manager, becomes commercial manager of the station.

Just released from service after four and a half years service [BROADCASTING, Nov. 5], Maj. Tincher resigned from WNAX shortly before Pearl Harbor to enter the Army. He served in the European theater.

New Detective Series

KMOX ST. LOUIS begins new five-a-week mystery drama entitled "Detective Club" Nov. 19. Production features daily 15-minute chapters with windup "solve-all" each Friday. Listener-members of club will be invited to participate in Friday broadcasts.

Ayer Additions

LT. COL. THOMAS W. DEMINT, formerly director of public relations for the Sixth Service Command, has joined N. W. Ayer & Son, Chicago, as a contact and client service man. T. Beverly Keim, released from the navy has joined the agency's Philadelphia office in the same capacity.

This Month Spots

THIS MONTH Magazine, New York, has started spot announcements on WQXR and WLIB New York. Agency is H. C. Morris & Co. Inc., New York.

Ehret Appoints

GEO. EHRET BREWERY Inc., New York, has appointed Moore & Hamm Inc., New York, to handle its advertising campaign. Radio will be used.

Spitzer Back

RWIN SPITZER, released from the Army after two years of service, has rejoined Morton Freund Adv. agency, New York, in an executive capacity.

Shopping Show

SPECIAL DAILY PROGRAM called "Christmas Shopping News" is being conducted by Alma Dettinger on WQXR New York, sponsored by five Fifth Avenue Stores: Cartier Inc., Ovington's Gift Shop Inc., The Tailored Woman Inc., Charles Scribner's Sons, and Rogers Peet Co. Program offers five minutes of helpful suggestions to shoppers.

Jacobsen at KWG

ESTER JACOBSEN, after four years service with U. S. Navy, has rejoined WG Stockton, Cal., as account executive.

Pabst Pilot

LLIAM PABST, general manager of FRC San Francisco, has received his private pilot license after training at lo Alto (Cal.) Airport.

Mush, Mush

OW-SHOEING his way out wasn't at Francis Conrad, American western ision stations relations manager, had isioned when he interrupted his r of Northwest affiliates to spend a k-end near Ellensburg, Wash. Visiting at the ranch of Birt Fisher, owner KJR Seattle, Mr. Conrad and party e surprised by a sudden snowstorm. r three days, Mr. Conrad hired an ian guide, "Fleet Wolf-Foot", to p him "snow-foot" it over the passes.

Robb With Ayer

BERT W. ROBB, released from Navy h rank of lieutenant-commander, been appointed public relations director of N. W. Ayer & Son, Hollywood.

KOME Expands

KOME Tulsa announced plans last week for a $75,000 modernistic studio and business building to be erected at 21st St. and Boulder Ave. as soon as materials are available. It will include facilities for television, FM and AM, according to General Manager Harold G. Grimes.

KOME said it would be the first building designed, erected and occupied by an Oklahoma station exclusively for broadcasting. Transmitter site will remain at 3800 S. Newport Ave. Studios now are at 910 S. Boston Ave.

Benson & Hedges Expand

BENSON & HEDGES, New York (tobacco, cigarettes), currently sponsoring "Symphony Hall" on WQXR New York twice weekly, extended its contract to include sponsorship of program five nights weekly starting Nov. 12 for six weeks. Agency is Kudner Inc., N. Y.

McCrady Switches

MAL McCRADY, formerly with N. W. Ayer & Sons, New York, has joined Sheldon, Quick & McElroy, New York, in an executive capacity.

Basch Sponsors

HERMAN BASCH & CO., Inc., New York (Hammer Brand Persian lamb), will sponsor "Cavalcade of Music" twice weekly on WQXR New York starting Nov. 20. Program was also sponsored on station last year by same company. Contract, for 13 weeks, was placed through Kelly-Nason Inc., New York.

Bri-Test Appoints

BRI-TEST PRODUCTS CORP., New York (manufacturers of soap waxes and polishes), has appointed the House of J. Hayden Twiss, New York, to handle its advertising campaign. Radio will be used.

Warner Back

EARL WARNER, with discharge from Marines, has returned to art department of Ford & Damm, Sacramento, Cal., agency.

West-Marquis' Fashion Div.

WEST-MARQUIS Inc., Los Angeles agency, has established a fashion division under direction of Carol O'Connor. She was formerly associated with Logan & Arnold Inc., Los Angeles agency.

Lee in New Firm

HARRY LEE, account executive of J. Walter Thompson Co., San Francisco, before joining Navy from which he was recently released with rank of lieutenant-commander, is partner in new firm of Lee, Cline & Sage, which represents U. S. manufacturers in Asiatic markets.

Morris to NBC

GEORGE MORRIS, released from the Navy after four years service, Nov. 19 joins NBC central division advertising and promotion department in Chicago, as assistant to Emmons Carlson.

Attlee Telecast

FIRST PICTURES of Prime Minister Clement Attlee's address before a joint session of Congress Nov. 13, were shown on NBC's television station, WNBT New York, the following night.

Last Judicial Act

JUSTICE Justin Miller, NAB president, will perform his last judicial act Dec. 3 when he participates in the final meeting of the Judicial Code Revision Committee. The committee is acting in an advisory capacity to modernize provisions of the code.

Tax Cuts

(Continued from page 15)

remains frozen at 1% for employe and a similar amount for employers. Had Congress not frozen the social security tax, it would have gone to 2½% each on Jan. 1.

Briefly, corporation taxes will be as follows: On incomes under $25,000—Normal tax, 15% on first $5,000; 17% on next $15,000; 19% on next $5,000 (same as present law); surtax—6% (was 10%).

Earnings between $25,000-$50,000: Normal tax, $4,250 plus 31% of normal tax net income over $25,000 (same as present); surtax, $1,500 plus 22% of surtax net income over $25,000 (present law is $2,500 plus 22% over $25,000).

Earnings over $50,000; Normal tax, 24% (unchanged); surtax 14% (was 16%).

Gunther Hollander

GUNTHER HOLLANDER, 15, former Quiz Kid and nephew of Edna Ferber, was killed Nov. 14 when struck by a Chicago bus. He came to this country five years ago as a refugee from Nazi Germany. His parents are believed to have died in a concentration camp. At 14, he was one of the youngest students to win a scholarship to the U. of Chicago.

ASCAP Loses

ASCAP's motion to dismiss the suits filed against it by Denton & Haskin and Gem Publishing Co. to determine ownership of performance rights should these decide not to renew their membership in ASCAP at the end of their present contracts has been denied by the New York State Supreme Court. Society will appeal the decision to the appellate division.

Sealy Sponsor

SEALY MATTRESS Co., Chicago, began sponsorship of American Broadcasting Co.'s cooperative program *Charlie Chan* effective Nov. 12. Broadcast over WENR Chicago 10:30-10:45 p.m. (CST) will run through Jan. 4 when another program will be substituted for the remainder of the 52 weeks. Agency is Schwimmer & Scott, Chicago.

Mann to CBS

PEGGY MANN, formerly a free lance writer, joined the CBS program-writing division Nov. 12, replacing Madeleine Clarke Winslow, who resigned to join her husband.

Rehn With KLX

ELLIS REHN, formerly account executive of KGO, and prior to that in advertising department of San Francisco Examiner, has joined KLX Oakland, as account executive.

Newton Released

FRANK NEWTON, with release from Navy, has joined Pacific Coast Advertising Co., San Francisco, as account executive. Richard Newell, with Army discharge, has joined agency's production department.

Whatta Personality!

After all, radio is a very personal medium, and when almost every listener puts an OKEY on every program and product, there must be character down under and personality on top. Ready to share with you this profitable asset is—

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

630 ON THE DIAL

- MORE PEOPLE LISTEN
- MORE PEOPLE BUY

CKRC

WINNIPEG - CANADA
"THE DOMINION NETWORK"

KOIN

"In the People's Cause"

PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

The Latest
AIRLINE SCHEDULES

AMERICAN AVIATION TRAFFIC GUIDE

In use constantly by airlines and frequent air shippers and travellers. Published and revised monthly.

The Standard Guide to Air Transportation
Timetables—Fares—Routings—Maps
SUBSCRIPTIONS $5.00 A YEAR
(12 monthly volumes and supplements)

AMERICAN AVIATION PUBLICATIONS
American Building Washington 4, D. C.

GATEWAY TO THE RICH TENNESSEE VALLEY
CBS AFFILIATE
PAUL H. RAYMER CO.
National Representative
WLAC
50,000 WATTS
NASHVILLE

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

10,000 WATTS DAY & NIGHT
We're Selling POWER That's Got SELLING POWER
NEWS SPORTS MUSIC
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
WIBG

NATIONAL DESIGN SERVICE
Consulting Radio Engineers
AM • FM • TV
STUDIOS DESIGNED & BUILT
N. Y. C. 96 Liberty St. BE 3-0207
1129 Vermont Ave., N. W. RE-1464
Washington, D. C.
MEMBER RMA

ACTIONS OF THE FCC

NOVEMBER 9 to NOVEMBER 15

Decisions . . .

ACTIONS BY COMMISSION
NOVEMBER 9

WCAP Radio Industries Broadcast Co., Asbury Park, N. J.—Adopted order denying petition for severance of its applications for license renewal and mod. license from consolidated proceeding heretofore held on its applications and those of WTNJ and WCAM.

WING Great Trails Broadcasting Corp., Dayton, O.—Present license further extended on temp. basis only for period ending 1-15-46, pending determination on application for renewal.

WKEY Earl M. Key, Covington, Va.—Granted license renewal for period ending 2-1-47.

KGIW E. L. Allen, Alamosa, Col.—Granted license renewal for period ending 2-1-48.

WLIB WLIB Inc., Brooklyn, N. Y.—Granted license renewal for main and aux. trans. for period ending 5-1-48.

WJOL WCLS Inc., Joliet, Ill.—Designated for hearing application for license renewal.

WMFM The Journal Co. (The Milwaukee Journal), Richfield, Wis.—Granted request for change of call letters of FM station from WMFM to WTMJ-FM.

1490 kc

NEW-AM Central Broadcasting Co. Inc., Johnstown, Pa.—Granted CP new standard station 1490 kc 250 w unl. Trans. site to be determined.

NEW-AM Airplane & Marine Instruments Inc., Clearfield, Pa.—Granted CP new standard station 1490 kc 250 w unl. Trans. site to be determined.

NOVEMBER 13

WGST Georgia School of Technology, Atlanta, Ga.—Announced adoption of order making final proposed decision to deny license renewal application, without prejudice to submission before 12-18-45 by Georgia School of Technology of new application for CP and license to operate on same frequency. This is provided it is affirmatively shown no further effect is given to agreements between Georgia School of Technology and Southern Broadcasting Stations Inc., which Commission has found to be contrary to Communications Act and public interest. Further ordered that temp. license be issued for operation of station for period ending 12-18-45.

NOVEMBER 14

KSOO Sioux Falls Broadcast Assn. Inc., Sioux Falls, S. D.—Announced adoption of order making proposed decision of 9-25-45 the findings of fact and conclusions to deny license renewal application. Licensee is permitted under temp. authorization to operate KSOO and KELO for period ending 3-25-46.

KIUN Jack W. Hawkins & Burney H. Hubbs, Pecos, Tex.—Granted license renewal for period ending 8-1-47.

KEEM KEEW Ltd., Brownsville, Tex.—Granted authority to change call letters from KEEW to KVAL.

A. G. Beaman and T. B. Baker Jr., d/b Capitol Broadcasting Co., Nashville, Tenn.—Denied motion for severance of its application for CP (Docket 6669) and that of Nashville Radio Corp. (Docket 6108) from consolidated hearing heretofore ordered on these applications with three Nashville applications for CPs (Dockets 6648, 6649, 6139) and one Murfreesboro application for CP.

WDSU E. A. Stephens, Fred Weber and H. G. Wall, d/b Stephens Broadcasting Co., New Orleans—Adopted order denying petition requesting that Commission withdraw its opinion and order of 9-4-45 re hearing to determine whether licensee has violated Sec. 315 of Communications Act (Docket 6740, B-212).

Raoul Cortez, San Antonio, Tex.—Ordered that opportunity be afforded permittee to show cause at hearing set 12-17-45 why CP as issued should not be modified so as to specify use of 1350 kc in lieu 1300 kc, frequency requested by Austin Broadcasting Co. at Austin, Tex., for 1 kw unlimited time station. Hearing to be consolidated with hearing ordered same time on application of Austin Broadcasting Co. for CP.

NOVEMBER 15

ANNOUNCED adoption of proposed decision re license renewals for KGKO (KGKO Broadcasting Co.) and WBAP (Carter Publications Inc.), Fort Worth, Tex., and WFAA (A. H. Belo Corp.), Dallas, Tex., to extend licenses KGKO WFAA WBAP for 6 mo. from date, until 5-14-46. Proceedings involve question of multiple ownership under Sec. 3.35 of FCC Rules & Regulations. If by final date applicants have not arranged for separation of KGKO from WFAA-WBAP and applied to Commission for consent to whatever assignment of control is necessary, a denial of the applications for license renewal of these stations immediately will be made.

ANNOUNCED establishment, effective 12-31-45, of Railroad Radio Service and issued related rules and regulations with provision that any interested party may file exceptions within 20 days and request oral argument.

ACTIONS ON MOTIONS
NOVEMBER 15
(By Comr. Wakefield)

WNLC The Thames Broadcasting Corp., New London, Conn.—Granted petition for dismissal without prejudice of application for CP install synchronous amplifier at Norwich, Conn.

KHQ KGA Louis Wasmer Inc., Spokane, Wash.—Granted petition for continuance of hearing on applications for license renewals and continued hearing now set 11-21-45 to 12-21-45.

Voice of Marion, Marion, Ind.—Ordered continuance of hearing on application for CP now set 11-19-45 be continued to 12-19-45.

ADMINISTRATIVE BOARD ACTIONS
NOVEMBER 13
(Reported by FCC Nov. 15)

WKY WKY Radiophone Co., Oklahoma City—Granted CP move aux. trans. from W. 39th St., Olahoma City to 1¼ mi. W of Britton and approx. 6 mi. N of center of Oklahoma City (present site of main trans.) and operate with 1 kw DA-N.

KSUI The State University of Iowa, Iowa City—Granted mod. CP authorizing new noncommercial educational station, for extension completion date only from 1-16-46 to 7-16-46. CP granted subject to change in frequency assignments which may result from proceedings in Docket 6651.

Tentative Calendar . . .

NOVEMBER 19
Further Consolidated Hearing

The Finger Lakes Broadcasting System, Geneva, N. Y.—CP 1240 kc 250 w unl. (facilities of WSAY when vacated).

WARC Inc., Rochester, N. Y.—Same.

Rochester Broadcasting Corp., Rochester, N. Y.—Same.

Seneca Broadcasting Corp., Rochester, N. Y.—CP 1240 kc 250 w unl.

Star Broadcasting Co. Inc., Geneva, N. Y.—CP.

WENY Elmira, N. Y.—Intervenor.

Applications . . .

OCTOBER 9
(Not previously reported)

NEW-FM The Atlass Broadcasting Co., Baltimore—CP new FM station, 7,710 sq. mi. coverage, $41,610 est. cost. Stock: 1,000 sh $100 par authorized; 10 sh issued and outstanding. Officers and stockholders (each 1 sh 10%): Jack L. Levin, pres.; Leon H. Zeller, sec.-treas; Morton E. Baker, v-p; R. M. Shecter, Morris A. Baker, Lena Shecter, Ray Sybert, Pearl Schuchman, Sol K. Shecter, Sara Shecter. J. L. Levin is partner in Louis E. Shecter Adv. Agency. L. H. Zeller is owner-mgr. Roxy Theater. Morton E. Baker is former sales-mgr. WCBM, now mgr. Times Theater. Total assets $50,289.50. Eng. counsel—McNary & Wrathall, Washington (P. O. 101 Old Town Bank Bldg.).

OCTOBER 15
(Not previously reported)
98.1 mc

NEW-FM Independent Merchants Broadcasting Co., Minneapolis—CP new FM station, Channel 51 (98.1 mc), 13,040 sq. mi. coverage, $60,000 est. cost. Stock: 2,000 sh $100 par authorized; 1,300 sh issued and outstanding. Officers and stockholders: E. S. Mittendorf, pres. 159 sh (12%), WLOL gen.-mgr.; Charles J. Winton Jr., v-p 9%, 10% owner WLOL; Ralph L. Atlass, treas. 55%, majority owner WLOL and WIND pres. and gen.-mgr.; Virginia Mittendorf, sec.; David J. Winton, dir. 9%, 10% owner WLOL; Fred F. Laws, v-p charge sales 2%, WLOL commercial mgr.; John T. Carey, 6%, WIND sales mgr.; Wilhelmina M. Harre, 6%; Lloyd Hallett, 1%. Existing capital $280,676. Proposed programming per mo. to be 172 hrs (31.8%) commercial, 25% transcribed. Legal counsel—Pierson & Ball, Washington. Eng. counsel—George C. Davis, Washington (P. O. 1730 Hennepin Ave.).

OCTOBER 17
(Not previously reported)
900 kc

NEW-AM Wayne M. Nelson, Rockingham, N. C.—CP new FM station, 900 kc 1 kw D. Applicant's licensee WEGO. Est. cost $14,550. Net worth $54,345. Proposed programming per mo. to be 180 hrs (50%) commercial, 50% transcribed. Legal counsel—Hogan & Hartson, Washington. Eng. counsel—George C. Davis, Washington (P. O. Box 72, Concord, N. C.).

OCTOBER 18
(Not previously reported)
1240 kc

NEW-AM Howard W. Davis tr/as The Walmac Co., Austin, Tex.—CP new standard station 1240 kc 250 w unl. Walmac Co. is sole owner KMAC. Davis is 50% owner KPAB and sole owner Starkist Co. (toothpaste, vitamins, etc.). Est. cost $24,340. Total assets Walmac $46,035.48; Davis $89,957.65; Starkist $342,795.77. Proposed programming per mo. to be 378 hrs (70%) commercial, 38% transcribed. Austin A. Coe, now KMAC commercial staff, is to be gen. mgr. Legal counsel—Dow W. Harter, Washington. Eng. counsel—Frank H. McIntosh, Washington (P. O. National Bank of Commerce Bldg., San Antonio).

OCTOBER 22
(Not previously reported)

NEW-FM Robert K. Hancock and Stanworth C. Hancock d/b Santa Maria Daily Times, Santa Maria, Cal.—CP new FM station, 248 sq. mi. coverage, est. cost $19,865. Applicant is co-partnership. Total assets $111,044.72. Programming to be 50% transcribed. Legal counsel—Reed T. Rollo, Washington. Eng. counsel—Ron Oakley, Long Beach, Cal.

95.9 mc

NEW-FM KARM, The George Harm Station, Fresno, Cal.—CP new FM station, Channel 40 (95.9 mc), est. cost $100,000. Applicant licensee KARM. Programming to be 15% transcribed. Total assets $265,719. Legal counsel—Frank Roberson, Washington. Eng. counsel—Andrew G. Ring, Washington.

97.3 mc

NEW-FM Knight Radio Corp., Detroit, Mich.—CP new metropolitan FM station, Channel 47 (97.3 mc), $100,000 est. cost. Stock: 3,000 sh $100 par authorized; subscribed 100% by Knight Newspapers Inc. Officers: John S. Knight, pres.; James L. Knight, v-p; J. H. Barry, v-p and sec.-treas.; K. L. Milburn, asst. sec.-treas. All are officers and owners Knight Newspapers which owns Miami Herald, 100% owner WQAM. Station to have no commercial programs, 100% sustaining and 35% transcribed. Total assets Knight Newspapers $9,324,143.69. Legal counsel—C. Blake McDowell, Akron. Eng. counsel—Ring & Clark, Washington.

98.5 mc

NEW-FM Knight Radio Corp., Akron, O.—CP new metropolitan FM station, Channel 53 (98.5 mc). Est. cost $125,000.

OCTOBER 12
(Not previously reported)
100.1 mc

NEW-FM Radio Voice of Springfield Inc., Springfield, O.—CP new FM station, Channel 61 (100.1 mc), 6,420 sq. mi. coverage, $24,000 est. cost. Applicant licensee WIZE. Programming to be 66.6% transcribed. Eng. counsel—George C. Davis, Washington. Legal counsel—Pierson & Ball, Washington.

NOVEMBER 9
900 kc

KLCN Harold L. Sudbury, Blytheville, Ark.—Authority to determine operating power by direct measurement of ant. power.

1010 mc

WINS Hearst Radio Inc., New York—Mod. CP as mod. authorizing increase power, installation new trans. and DA, for extension of completion date from 11-30-45 to 2-28-46.

1600 kc

WKWF John M. Spottswood, Key West, Fla.—License to cover CP authorizing new standard station. Also authority to determine operating power by direct measurement of ant. power.

Amendments

Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Fitchburg, Mass.—CP new FM station on Channel 73 (102.5 mc) with 12,420 sq. mi. coverage, amended to change frequency to Channel 62 (100.3 mc).

The Monumental Radio Corp., Baltimore—CP new FM station on 47.9 mc with 4.520 sq. mi. coverage, amended to request Channel 79 (103.7 mc).

Fidelity Media Broadcasting Co., Newark, N. J.—CP new FM station on 49.1 mc with 5,100 sq. mi. coverage, amended to change frequency to plus or minus 98 mc, change trans. site, type trans. and ant.

Columbia Broadcasting System Inc., Boston—CP new FM station on 43.5 mc with 20,200 sq. mi. coverage, amended re change trans. site and ant.

National Broadcasting Co. Inc., Washington, D. C.—CP new FM station on Channel 55 (98.9 mc) amended to specify coverage as 13,336 sq. mi., change trans. site and ant.

The Radio Voice of New Hampshire Inc., Manchester, N. H.—CP new FM station on 43.5 mc with 31,630 sq. mi. coverage, amended to change frequency to to be determined, change type trans., ant. system and trans. site.

E. Anthony & Sons Inc., Boston—CP new FM station on 43.3 mc with 19,650 sq. mi. coverage, amended to change frequency to 98 mc, coverage to 5,090 sq. mi., change type trans., ant. and trans. site.

James F. Hopkins Inc., Detroit, Mich.—CP new FM station on 46.5 mc with 6,790 sq. mi., amended to change frequency to be determined, change type trans. and ant.

NOVEMBER 13

KCHD KMMJ Inc., Grand Island, Neb.—License to cover CP authorizing new relay broadcast station.

1030 kc

KWBU The Century Broadcasting Co., Corpus Christi, Tex.—Special service authorization to operate on 1030 kc with 50 kw using non-directional ant. during hrs from local sunrise at Boston, Mass., to local sunset at Corpus Christi for period not to exceed 6 mo.

1450 kc

WDAD Indiana Broadcast Inc., Indiana, Pa.—License to cover CP authorizing new standard station, and change studio site. Also authority to determine operating power by direct measurement of ant. power.

Amendments

WKPT Kingsport Broadcasting Co. Inc., Kingsport, Tenn.—CP change 1400 kc to 790 kc, increase 250 w to 1 kw, install new trans. and DA-N and change trans. site, amended re changes in ant. and change trans. site.

Fred Weber, E. A. Stephens and William H. Talbet d/b Texas Broadcasters, Houston, Tex.—CP new standard station 1580 kc 500 w N 1 kw D unl., amended re changes in trans. equip. and trans. site.

Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain d/b Illinois Valley Broadcasting Co., Peoria, Ill.—CP new standard station 1290 kc 1 kw unl., amended re change type trans.

Mississippi Valley Broadcasting Co., East St. Louis, Ill.—CP new FM station on 47.1 mc with 10,737 sq. mi. coverage, amended to change name applicant to Myles H. Johns, Penrose H. Johns, William F. Johns and William F. Johns Jr. d/b Mississippi Valley Broadcasting Co.

KDYL Intermountain Broadcasting Corp., Salt Lake City—CP change 1320 kc to 880 kc, increase 5 kw to 10 kw, install new trans. and DA-DN, amended to change requested power to 50 kw, change type trans., changes in DA-DN and change trans. site.

NOVEMBER 14

FOLLOWING stations filed application for license renewal: KFGQ KVOE WMJM KDRO KOVC WOMI WOLF KBRS WHBB KBIX. Relay station license renewal applications were filed for: KALO WBLQ KEHT WELX WELW WJYM KWRD.

W9XEV Evansville on the Air Inc., Glenwood, Ind.—Mod. CP authorizing new developmental broadcast station for extension completion date.

WMRW Textile Broadcasting Co., area of Greenville, S. C.—License to cover CP authorizing new relay broadcast station.

Amendment

WTBO Associated Broadcasting Corp., Cumberland, Md.—CP install new ant. and ground system, amended to change name of applicant to Aurelia S. Becker and Charles Z. Heskett d/b Cumberland Broadcasting Co.

Applications Dismissed

Worcester Telegram Publishing Co. Inc., Worcester, Mass.—CP new FM station 43.5 mc, 20,437 sq. mi. coverage (request of attorney).

WSOC Radio Station WSOC Inc., Charlotte, N. C.—CP change 1240 kc to 1550 kc (request of attorney).

KECA American Broadcasting Co. Inc., Los Angeles—CP change 790 kc to 770 kc, increase 5 kw to 50 kw, install new trans. and DA-DN and change trans. and studio sites (request of applicant).

NOVEMBER 15

W2XCS Columbia Broadcasting System Inc., New York—License to cover CP authorizing new experimental TV station.

590 kc

TRANSFER KHQ Louis Wasmer Inc., Spokane, Wash.—Vol. transfer control licensee corp., Louis Wasmer Inc., from Louis Wasmer to Spokane Chronicle Co., through sale of 2,500 sh common stock (100%) for total consideration of $1,300,000.

970 kc

WFLA The Tribune Co., Tampa, Fla.—CP make changes in DA-N.

1240 kc

TRANSFER KWOS Tribune Printing Co., Jefferson City, Mo.—Vol. assgn. license to Capital Broadcasting Co., a new corpration formed to separate KWOS from newspaper interests. Officers and stockholders: R. C. Goshorn, pres., 8 sh (80%), 76% owner Tribune Printing Co.; B. J. Hamilton, v-p 10%, 12% owner Tribune; R. L. Rose, sec.-treas. 10%. No money is involved.

Amendments

United Broadcasting Co., Akron, O.—CP new FM station on 47.1 mc with 4,500 sq. mi. coverage, amended to request metropolitan station, change ant. system and trans. equip.

WGOV E. D. Rivers, Valdosta, Ga.—Petition filed for reinstatement of application for CP change 1450 kc to 950 kc, increase 250 w DN to 1 kw D and install new trans., amended to change requested power to 1 kw DN, install DA-N and change trans. site.

Application Dismissed

WBBL Grace Covenant Presbyterian Church, Richmond, Va.—License to cover CP for change in assignment and authority to determine operating power by direct measurement of ant. power (superceded by newer applications).

EIGHT YEARS LATER, Actress Linda Darnell is welcomed back to the studios of WFAA Dallas, where she got her first dramatic experience. Karl Lambertz, WFAA musical director, is seen greeting the actress at a broadcast during her visit to Dallas for Victory Loan.

Durr With Tabery

D. D. DURR, one-time Southern California advertising manager of Tidewater Associated Oil Co., has been appointed executive vice-president of Tabery Corp., Los Angeles (mfgrs. decorations, advertising displays).

Railroad Service Approved by FCC

Rules Governing Use of Radio Tentatively Adopted

SATISFIED that sufficient experimentation has been done to demonstrate the practicability of the service, the FCC last week issued proposed rules and regulations for the new Railroad Radio Service. Unless objections filed within a period of 20 days justify delay, the rules will become final effective Dec. 31.

The Commission announced it was convinced the new service, if properly operated, will promote efficiency and safety on the nation's railroads. The rules permit radio communication train-to-train, caboose to engine, and train to dispatcher or other fixed points.

Radio-equipped trains, the Commission explained, can signal important information to passing trains, permit the conductor on the caboose of a long freight train to communicate instantaneously to the engineer in the event of a dangerous condition on a middle car, and can bring aid to the scene of an accident at an isolated spot.

Simultaneously, the Commission reported that 129 applications to conduct experimental work in the service have been granted, 91 since V-E Day. Reports filed by a number of the applicants, it disclosed, indicate that valuable technical and safety contributions are being made through use of radio toward increasing efficiency of railroad travel.

Licenses granted for experimental stations in the railroad service include: Bendix Aviation Corp. (Bendix Radio Division), Communications Co. Inc., Farnsworth Television & Radio Corp., Raytheon Mfg. Co., Westinghouse Radio Stations Inc., Aireon Mfg. Co., Baltimore & Ohio Railroad, Chicago, Rock Island & Pacific Railway Co., Denver & Rio Grande Western Railroad Co., General Railway Signal Co., New York Central Railroad, Airline Railway, Union Pacific Railroad Co.

WPOR in Portland

CALL LETTERS WPOR have been assigned to the Portland, Me., station which Murray Carpenter and Humboldt J. Greig hope to have on the air before the end of the year. WPOR will operate full time with 250 w on 1450 kc as an American affiliate [BROADCASTING, Nov. 5].

Simmons Completes Job

C. O. (Tex) SIMMONS, assistant chief engineer of Commercial Radio Equipment Co., Kansas City, has returned from Washington where he installed and completed tests for firm's FM developmental broadcasting station, W3XL. Mr. Simmons worked under direction of Milton Woodward, chief engineer.

THROUGHOUT THE DEEP SOUTH
NEW ORLEANS
Folks Turn First to—
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

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KSLM, Salem, Oregon
". . . I want to congratulate PA for a fine radio news job, which is getting better all the time. We particularly like your Oregon regional service."
Glenn McCormick
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PRESS ASSOCIATION, INC.
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WBNX
DAILY PROGRAMS IN
Italian
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5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
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"OPEN SESAME"
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Dec. 1, 1945

FCC Reaffirms Station Control Policy; Denies WGST Renewal

IN THE third case of its kind within recent months, the FCC last week denied renewal of license to the Georgia "Tech" station, WGST Atlanta, but gave it 30 days to file a new application provided it rids itself of a contract calling for payments of 15% of its gross income.

Following the Commission's action, attorneys for the station said they would take steps to comply with the requirements of the FCC order and file within the specified period. A temporary license to operate the station until Dec. 18 was granted for this purpose.

Payments to Group

The WGST case involves payments to a group, composed of Sam Pickard, former CBS vice president and member of the Federal Radio Commission, and Clarence Calhoun, an Atlanta attorney, which formerly managed the station under an agreement previously held illegal by the Commission. Two months ago the Commission issued a proposed decision denying renewal to WKBW Buffalo because of a lease arrangement giving the Churchill Tabernacle, former licensee of the station, control of 17½ hours of its weekly schedule [BROADCASTING, Sept. 17, Nov. 5]. Again last month, the license of WCAM Camden, a municipally owned station, was denied because of a contract transferring 85% of its broadcast time to a time-selling company [BROADCASTING, Oct. 22].

The Commission's denial of renewal to WGST is based on a finding that an agreement made in 1943 by the Georgia School of Technology to purchase the stock of Southern Broadcasting Stations Inc., which formerly managed WGST for the Board of Regents, provides for payments of 15% of net billings (gross income) from the sale of time from any type of broadcasting over a period of seven years.

Based on its 1942 operations the station would be paying Southern stockholders approximately $333,000, the Commission found, and on the basis of operations for three months in 1943 the payments would total $366,000. For the year 1942, it continued, payments at 15% of net billings would have approximated $50,000 as compared to the station's net income before taxes of only $71,293.

"These payments," the Commission held, "are allegedly for the purchase of stock in a corporation the net worth of which had not been determined, Southern Broadcasting Stations Inc.'s only assets at the time of the purchase of the stock being its contracts and the equipment of WGST, ownership of which has been questioned. Such contracts were based upon the corporation's former relationship with WGST . . . and do not appear to have any real asset value in the absence of such a relationship. The value of the equipment is estimated to be $50,000."

The decision brought out that the figure of 15% was reached after "horsetrading" by a committee of the Board of Regents who "wanted to be liberal with the stock vendors and retain their good will so that the former stockholders would cooperate in maintaining WGST's past associations and would not transfer their interests, such as the network contract, to other stations." It was also indicated that the committee "desired to reward the former stockholders for the commercial success they made of operating the station," according to the findings.

In its conclusions, the decision pointed out that while the school appears to have freed the station of previous domination by Southern Broadcasting, which the Commission had declared to be illegal, the arrangements by which it did so "raises grave doubts that future operation of the station in the public interest is possible. . .

"A grant of the renewal application under circumstances where a party to an arrangement found by the Commission to be in contravention of law would continue to profit from such arrangement would not be in the public interest since it would, in effect, condone such illegality and thwart the Commission's efforts to enforce the requirements of the [Communications] Act."

NBC Advisory Group Discusses Programs

NBC STATIONS planning and advisory committee met in New York on Nov. 13 and 14. Committee discussed television and FM, present labor situation and programs, including the possible sponsorship of Fred Waring by three firms as well as *The National Hour*, which will be carried by all but three stations, and the new women's cooperative program, Maggi McNellis and the Victory Loan Drive. Committee also discussed the efforts of the network to broaden the appeal of holiday shows.

Those present at meeting were: Stanley Hubbard, KSTP Minneapolis-St. Paul, Minn.; Nathan Lord, WAVE Louisville, Ky.; Arden X. Pangborn, KGW Portland, Ore.; Richard Lewis, KTAR Phoenix, Ariz.; G. Richard Shafto, chairman, WIS Columbia, S. C.; Harold Wheelahan, WSMB New Orleans, La.; and Clair McCullough, WGAL Lancaster, Pa.

Surprise for Steinhauser

HIS BIRTHDAY, Nov. 15, was a big event for Si Steinhauser, Pittsburgh Press radio editor. Joseph Baudino, general manager of KDKA, invited him to the station for lunch and promptly put him "through the paces" with every gag the staff could think of on the "Brunch With Bill" program, 12:15-1 p.m.

War Hero Week

NBC's *News of the World*, 6:15-6:30 p.m. (CST), presented three of the nation's outstanding war heroes in the short space of a week.

On Nov. 7, Major Arthur Wermuth, "One Man Army" of Bataan, told of his experiences as a Jap prisoner.

On Nov. 14, shortly after receiving his discharge as a Captain in the U. S. Navy, former Governor Harold Stassen announced his political plans.

On Nov. 15, from Washington, Gen. Dwight D. Eisenhower spoke on *News of the World* on behalf of the Victory Loan drive.

Bill Ray, NBC Chicago news chief, says if it keeps up he's thinking of asking the War Department to take over the program.

COL. WILLIAM PALEY GIVEN MERIT AWARD

COL. WILLIAM S. PALEY, CBS president, last Tuesday was awarded the Legion of Merit for "exceptionally meritorious conduct in the performance of outstanding service" as Deputy Chief, Psychological Warfare Division, SHAEF, and Deputy Chief, Information Control Division, USFET. Brig. Gen. Robert A. McClure, PWD Chief, presented the award in New York.

Col. Paley

The citation further states: "Col. Paley was largely responsible for the preparation and implementation of the U. S. plan for the control of such services. His tact, energy and remarkable background of experience greatly aided the rapid adaptation of German Information Services to the purpose of the Commander in Chief. Col. Paley demonstrated outstanding organizing ability and contributed materially to the success of the division. . . ."

Mr. Paley entered war work Oct. 6, 1943, when he went on leave from CBS to take a special OWI assignment which immediately placed him in charge of Allied broadcasting activities in North Africa and Italy. When Gen. Eisenhower was given Supreme Command of Allied Forces in Europe, Mr. Paley followed him to London to become Chief of Radio at SHAEF. In March of this year, he was commissioned colonel to take over his final wartime duties under Gen. McClure.

KGER Long Beach, Cal., has appointed Joseph Hershey McGillvra Inc. as exclusive national representative.

NAM, C of C Period

MARK WOODS, president of American, has invited the National Association of Manufacturers and the U. S. Chamber of Commerce to share a 52-week broadcast period over the full American network starting Jan. 1, 1946, so that the viewpoint of business and management may be presented to the nation. He also invited the American Federation of Labor and the CIO to continue the current series of *Labor USA*, Saturdays 6:45-7 p.m. on American through the coming year. Proposed time for NAM and U. S. Chamber is Saturdays 7-7:15 p.m. immediately following labor group broadcast. Present series at that time presented by Committee on Economic Development will be discontinued on Dec. 8.

LLEWELLYN CHOSEN PRESIDENT OF IRE

DR. FREDERICK E. Llewellyn, consulting engineer on the staff of Bell Telephone Laboratories, has been elected president of the Institute of Radio Engineers for the year 1946. Dr. Llewellyn, an international authority on vacuum tube design and inventor of the ultra high frequency oscillator tube which is basic to the wartime development in radar and other communication devices, succeeds Dr. W. L. Everitt of the U. of Illinois as IRE president.

E. M. Deloraine, president of the International Telecommunication Laboratories, was elected vice-president. Also elected were three directors: Dr. W. R. G. Baker, vice-president, General Electric Co.; Dr. Donald B. Sinclair, assistant chief engineer, General Radio Co., Cambridge; Virgil M. Graham, plant manager, Sylvania Electric Products Inc.

New Quiz Show

NEW WEEKLY quiz program called "Detect-a-Tune" starts on Mutual on Nov. 19. Three prizes of $100, $50 and $25 victory bond will be given to winners of weekly contests. Program was created by commercial program division of WOR New York.

Four Return to KOIN

FOUR ex-employes and now ex-servicemen last week returned to KOIN Portland. T/Sgt. Fred Aiken, USMCR, and Cpl. Vernon Koehler, Signal Corps, are back in the control room. Lt. (jg) Stanley G. Warwick, USNR, is announcing again, and PhM 1/c John Walton McKinney, USNR, former singer with KOIN, is now music librarian in addition to being a vocalist.

WMOB News

JIM McNAMARA has rejoined the announcing staff of WMOB Mobile, after three years in the Navy. Adrian Roberts, WMOB salesman and special eventer, has been named chairman of the entertainment committee for the Victory Loan Drive.

Americana on WLS

WLS Chicago is starting "This Is Our County", half-hour series highlighting counties of the Midwest, Sunday, Nov. 25, at 10:15 a.m. (CST). Designed to acquaint listeners with American living, program is part of series, "Better Living for America", and "Rounding Up the World".

FCC Orders KSOO-KELO Separation; Proposes Sale of KGKO in Six Months

SIOUX Falls Broadcast Assn. Inc. will have to dispose of either KSOO or KELO by March 25, 1946, under an order issued last week by the FCC giving finality to a proposed decision denying renewal of license to KSOO. Temporary authorization to operate both stations in the interim period was granted.

In another duopoly case, the Commission issued a proposed decision setting a period of six months for the separation of KGKO Fort Worth from WBAP-WFAA Fort Worth-Dallas and extending the licenses for each station until May 14, 1946. The decision concluded that the licensees of WFAA (A. H. Belo Corp.) and WBAP (Carter Publications Inc.) through their interlocking directorates fully control KGKO.

Attorneys for KSOO-KELO said they would comply with the Commission's order and file an application to transfer one of the stations within the stipulated time. They indicated they would follow the open-bidding procedure advocated by the Commission in the Avco-Crosley decision.

Duopoly Violation

Under its proposed decision of Sept. 25 [BROADCASTING, Oct. 1], the Commission concluded that operation of both stations is a violation of the duopoly regulations in that the stations are used to supplement each other and to eliminate competition. The Sioux Falls company claimed the regulations should not apply as KSOO is a daytime station only, operating with 5 kw on 1140 kc, while KELO operates from 10 a.m. to midnight with 250 w on 1230 kc.

The Commission gave the licensee the choice of keeping KELO with its fulltime operation or retaining KSOO and applying for nighttime operation. An application for fulltime operation with 10 kw power for KSOO, with directional antenna to protect WRVA Richmond, had been dismissed in 1942 by the Commission without prejudice under the wartime freeze policy.

In its decision on the Texas stations, the Commission found that WFAA and WBAP, which share equal time on 820 kc and operate with 50 kw power from a single transmitter midway between Dallas and Fort Worth, issue a joint program schedule, charge the same rates, cooperate in the handling of special programs, divide revenues from time sales, and serve identical areas.

While WFAA and WBAP maintain separate studios and offices, according to the findings, KGKO programs are handled by the WFAA staff during the hours KGKO operates from the Dallas studios and the KGKO programs originating from the WBAP studios in Fort Worth are presented by the WBAP staff. However, KGKO is affiliated with the American network and the Texas Lone Star Chain while WFAA and WBAP are both affiliated with NBC and the Texas Quality Network. In addition, KGKO maintains an entirely separate transmitter, operating on 570 kc with 5 kw power, the findings showed.

The decision denied the contention of the applicants that the multiple ownership rules should not apply to them because each, in effect, operates only one fulltime station in Fort Worth and one in Dallas. It declared that no exception to the rules can be made because two cities are involved, pointing out that the primary service areas of both KGKO and WFAA-WBAP extend over both cities.

Declaring that renewal of the licenses would not serve the public interest, the decision concluded that the licensees should be afforded a reasonable time to effect a separation. Such separation, it said, "need not involve one interest taking the 50 kw station and the other the 5 kw station.

"The applicants may elect to dispose of KGKO, in which event the Commission would continue to license the 50 kw stations on a share-time basis, as at the present. Accordingly the licenses of KGKO, WFAA and WBAP will be extended for a period of six months from this date, until May 14, 1946." If separation has not been arranged by that date, it warned, denial of renewal of the three licenses "will be entered without further delay."

OPPORTUNITY IN FM SEEN BY CLERGYMAN

RELIGION will find in FM channels the opportunity it needs to preach the brotherhood of man which today faces extermination with the invention of the atomic bomb, Dr. Fred Eastman, professor of literature and drama of Federated Divinity Faculties, of Chicago, told members of nation's clergy in Chicago Thursday.

Speaking at luncheon for religious radio workshop sponsored by joint radio committee, Congregational Christian, Methodist and Presbyterian Churches, Dr. Eastman declared that religious groups should pool their resources to operate own FM stations on the 20 bands open to educational organizations.

"In Chicago alone, the expense of presenting 100 different church programs in one week could more than pay for the operation of a noncommercial FM station," he said. Such FM stations must be operated by all denominations pooling funds and spiritual forces, Dr. Eastman said. In addition to FM, the church should provide funds for better talent and religious programs, he added.

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Free Speech Fight in Congress Seen

House Group Proposes Bill Making Radio Public Utility

A CONGRESSIONAL fight involving freedom of speech on the air threatens to break out in the next fortnight when the House Committee on un-American Activities proposes legislation which would place broadcasting in the category of public utilities.

Ernie Adamson, Committee counsel, said last week he is working on a bill which would require (1) all stations to designate legal agents upon whom process could be served in every state in which they are heard; (2) stations to identify "purely news broadcasts" as such and label as propaganda "those broadcasts which are opinion instead of news dispatches"; (3) all stations to promulgate rules and regulations "accomplishing compliance with the law," such regulations to be filed with the FCC in the same manner that railroads are required to post rules and regulations with the Interstate Commerce Commission.

Rep. Ellis Patterson (D-Cal.), who has challenged the Committee's authority to request scripts of certain commentators [BROADCASTING, Oct. 22], declared he would vigorously oppose any move to regulate "what goes on the air". Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, said such legislation probably would be contrary to the present Communications Act which provides that radio is not a public utility.

Background of Commentators

"We want stations to inform the public of the name of each commentator, whether he ever had any other name, his citizenship, place of his birth and his political affiliations," said Mr. Adamson in a statement to BROADCASTING. "This is necessary because the public must know something about the commentator in order to properly evaluate the opinions which he expresses.

"We also want to know whether his opinions are those of his sponsor or the station over which he broadcasts. Our desire is not to force anyone off the air but rather to force radio stations to give the Amercan people the facts. People usually are able to decide national questions correctly if they are allowed to know the truth."

Mr. Adamson denied that the proposed legislation would violate the Constitution, as charged by three of the four major networks [BROADCASTING, Nov. 12]. "Nobody will be put off the air," he added. "Our purpose is to curb un-American and subversive propaganda.

CONGRESSIONAL forces are preparing to battle out the question: "How far does the Constitution permit Congress to go in legislating free speech?" Ernie Adamson, counsel, House Committee on Un-American Activities, is preparing bill to require stations to (1) distinguish between news and commentaries; (2) maintain legal agents in all states heard by stations; (3) file rules and regulations with FCC. Rep. Ellis E. Patterson (D-Cal.) says he'll fight it as unconstitutional.

"I personally have driven around the mountains of Pennsylvania into little communities that have no communication with the outside world except the automobile and radio. Many people listen to those so-called news commentators and they take the commentators' statements as fully accredited news. This frequently results in condemnation of some of the radio networks because they hear certain commentators over one network and they form opinions which are quite contrary to those they hear over some other network. Frequently these people think the networks are taking sides. The trouble is, stations do not properly identify these commentators so everyone will know what is opinion and propaganda. When a station puts on the news and says, 'Now we give you the latest dispatches from the AP, UP or INS', that's ok because some accredited agency is given the responsibility.

"It is my purpose to recommend to the Committee that reasonable rules and regulations be promulgated by radio stations themselves, accomplishing compliance with the law. These rules and regulations would be filed with the FCC. I would require stations to formulate rules and regulations in the same manner as railroads are required to formulate and file rules and regulations with the ICC. It would give any person aggrieved the right to file a complaint with the FCC and be heard. It would be much more protective to broadcasting stations. We've got to do something to warn the people not to take these opinions as news broadcasts."

Self-Regulation

But Rep. Patterson has other views. "When you begin controlling the airwaves as to what is truth and opinion and set up some inquisitorial body to determine whether it's opinion or truth, the next step is to control the newspapers," he asserted. "Then you'll have control of legislators and all Government and you'll have suppression of speech.

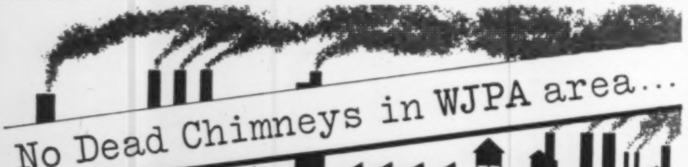
"If there's any need for a change in the radio laws, let the proper Committee—the Interstate & Foreign Commerce Committee—do it. Not a witch-hunting committee.

"The right of free speech and free press is absolute under the Constitution. We have libel and slander laws that have been upheld in every state. If a citizen is libeled or slandered on the air he has recourse in the courts. We're the servants of the people, not the masters. Who are we to tell the people what they shall hear?"

Rep. Patterson concluded that to enforce a law such as the one proposed by Mr. Adamson, a station would need a "legal staff, a researcher, a philosopher, a judge, a historian, some astrologist, astronomers and experts on atomic energy."

Speaking of the various "isms", Rep. Patterson said, "If you don't give them freedom of expression, you're going to drive them underground. Then the situation would be dangerous to a democratic America." He said he would introduce a resolution to abolish the House Committee on un-American Activities.

Meanwhile, Ralph Weil, general manager of WOV New York, denied that the Committee's request for scripts of Hans Jacobs, former WOV commentator, had anything to do with his leaving the station. Mr. Weil said Mr. Jacobs' contract expired prior to the request for the commentator's scripts.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THE FRIENDLY GROUP

Little Sad Sack

MAYBE the little dog was lost, or maybe he is just crazy over uniforms. But whatever is wrong with him is causing WPAT Paterson, N. J. a lot of worry. Mark Lawrence, WPAT announcer handling the broadcast from the Hackensack Athletic Stadium in the rally that kicked-off the Victory Loan, saw the bedraggled pup wander out on the field, looking sad and lost. Then the dog saw the uniforms of the Fort Jay Military Band and made a beeline for them. He stayed with them throughout the ceremonies. Mr. Lawrence told about him on the air, and the station has been besieged with calls and mail from practically every serviceman and ex-serviceman in the area. They all say he was the mascot of their outfit. Sad part is that he disappeared as mysteriously as he appeared. Has anybody seen a dirty pup with amnesia?

OPENING OF OPERA WILL BE FEATURED

TO PROVIDE a full panoplied announcement of the Saturday afternoon Metropolitan Opera broadcast on American under the sponsorship of the Texas Co., both network and sponsor on Nov. 26 will make radio history by broadcasting the full "opening night" of the opera season.

Beginning at 8 o'clock and continuing until the conclusion of *Lohengrin*, expected to be sometime after midnight, the broadcast will include descriptions of "who is there and what they are wearing". Special intermission features will include a pickup from Sherry's.

Saturday series of opera broadcasts, which Texaco is sponsoring for the 6th successive year on American, will start Dec. 1, four days after the opening night, and continue through March 30. A new intermission program feature this year will be *Opera News of the Air*, conducted by an outstanding musical authority with opera stars as weekly guests. The *Opera Quiz* will also be retained this year. Broadcasts are placed through Buchanan & Co., agency for the Texas Co.

KSN Names Young

KANSAS STATE Network, five-station regional hookup, has appointed Adam J. Young Jr. Inc. as national sales representative. KSN comprises WHB Kansas City, 1,000 w on 880 kc., KFBI Wichita, 5,000 w days, 1,000 w nights on 1070 kc., KSAL Salina, 1,000 w on 1150 kc., KTSW Emporia, 250 w on 1400 kc., KVGB Great Bend, 250 w on 1400 kc. Young organization also represents WHB individually.

IRE Members Will Hear About Proximity Fuse

RADIO PROXIMITY FUSE, popularly accepted as greatest electronic development of the war except for the atom bomb, will be discussed at a meeting of the Institute of Radio Engineers at 8 p.m. Nov. 19 at the National Museum Auditorium, Washington.

Speakers will include Dr. Harner Selvidge of the Applied Physics Laboratory, Johns Hopkins U., and Harry Diamond, chief of the Ordnance Development Div., National Bureau of Standards. Fuse is miniature transceiver which works on general principles of radar to automatically explode free bombs.

W3XL, FM STATION, IS SHOWN TO IRE

DEMONSTRATION of the Commercial Radio Equipment Co.'s FM Washington station, W3XL, was given last Tuesday before the second postwar meeting of the Washington section of the American Institute of Electrical Engineers. Station operates on 98.9 mc. Broadcast was climax of a talk on the relative merits of FM and AM, presented by Everett L. Dillard, general manager of Commercial Radio.

In his talk titled "FM—Its Advantages and Characteristics", Mr. Dillard pointed out that FM coverage is substantially the same day and night, while AM varies. FM's conquest over static was also pointed out, along with the system's ability to discriminate against other station and man-made noises. The group compared the two systems on a number of other points.

Meeting was second in a series designed to cover all phases of broadcasting and the various types of modulation employed.

Cornwell Board Member

FRANKLIN J. CORNWELL, for the past year advertising manager of the Brown Shoe Co., St. Louis, has been elected to the board of directors. He will supervise retail division activities of the firm's 400 independent retail stores. He is vice-president of the St. Louis Advertising Club.

Freer Renominated

ROBERT E. FREER, a member of the Federal Trade Commission since 1935, last week was nominated by President Truman for reappointment to a seven-year term. A native of Cincinnati, he was attorney for the Interstate Commerce Commission from 1925 to 1933, and from 1933 to 1935 was attorney for the Federal Coordinator of Transportation and special counsel to the Senate Committee on Interstate Commerce. He was appointed to the FTC in 1935 to fill an unexpired term and was reappointed in 1938. He has been chairman of the Commission twice.

Television Ready, Radio Executives Club Is Told by RCA Laboratories Authority

"TELEVISION is ready to go," Dr. C. B. Jolliffe, vice-president in charge of RCA Laboratories, told the Radio Executives Club of New York Thursday at a luncheon meeting at the Roosevelt Hotel, New York. Meeting was conducted under the auspices of the Television Broadcasters Assn., with TBA President J. R. Poppele as chairman and Ralph B. Austrian, RKO Television Corp., as co-chairman.

He reviewed such recent developments as the Image Orthicon Tube, remote pickup apparatus that can be carried in a station wagon instead of a pair of ten-ton trucks, transmitters that can "deliver all the power necessary within the band allocated to commercial television", projection and direct-viewing home receivers at prices within the reach of the public, and two methods of networking—coaxial cable and radio relay—both of which he said are "ready for immediate practical commercial use."

"Every part of the present system of all-electronic television can be built and operated in conformity with the technical standards approved in 1944 by the FCC," Dr. Jolliffe declared, adding that "there is full agreement on these standards, which embody the principal recommendations of the radio technical planning board . . . they have been tested and proved. They do not represent compromise. No longer is there any doubt that they will make it possible to produce pictures of excellent quality and stability."

This does not mean that television has reached the top of its technical development, Dr. Jolliffe said, predicting the ultimate achievement of "all-electronic television as pictures in three dimensions and full color", transmitted over "world-wide networks." However, it will be "a few years at least" before such developments will be ready for use, he stated.

Declaring that the "bugaboo of quick obsolescence in television has been overemphasized," Dr. Jolliffe stated that "of course there will be obsolescence; that is the only way the industry can grow. As long as research and development men work in the field there will be new things. Today's wonderful achievements will be obsolete tomorrow. If we wait for the perfect system, it will always be around the corner, for research and development men will think and will make new discoveries.

"Meanwhile, we have the makings of an industry that in all likelihood can eventually produce an annual income of between one and five billion dollars. Why wait?"

CARLSON SAYS VIDEO POWERFUL, SUBTLE

TELEVISION can provide a "subtle yet powerful advertising medium" as well as a profitable merchandise line for the home furnishing retailer, Paul E. Carlson, merchandising manager, Consumer Products Division, Allen B. DuMont laboratories, told a meeting of the Home Furnishings Group Nov. 14 at the Hotel Pennsylvania, New York.

"The individual retailer," he said, "can use television locally to reach a high percentage of his own customers. Between the visual and the aural impressions given the audience via television, it will be an easy matter to implant in the minds of the audiences the trade name of the store, the address, the principal lines it handles, the personalities who will be handling the customers when they call, the outstanding characteristics of the store, how its charge accounts work, how easy payments are handled, how every item purchased is carefully tested for full value, how the customer can recognize top quality furniture, the names of the principal furniture styles and any other messages the retailer may have for his prospects."

FM Dept. Meeting

FM DEPT. Executive Committee of the NAB is tentatively scheduled to meet Nov. 28 in Chicago, with agenda to include problems involved in the Nov. 1 merger of NAB and FM Broadcasters Inc. Chairman of the committee is Walter Damm, former FMBI president and executive vice-president of Milwaukee Journal Co. in charge of radio (WTMJ WMFM).

Eldridge R. Johnson

ELDRIDGE R. JOHNSON, 78, founder, and until 1927, president of the Victor Talking Machine Co. of Camden, died of a stroke last Thursday at his Moorestown, N. J. home. He began experiments on the phonograph in 1900 in a tiny shop in Camden. Starting with limited capital, he built up the business into a multimillion dollar enterprise, selling it in 1927 for $40,000,000. He is survived by his widow and son.

Roblee Shoes to Launch Radio Campaign Dec. 2

ROBLEE MEN'S SHOES (Brown Shoe Co., St. Louis) will start its first radio advertising campaign over 440 stations of MBS Dec. 2. Outlets in California, Oregon, Washington and Idaho will carry the first test campaign.

Program will feature Ed Thorgersen, sports reporter, and will be heard from 5:45 to 6 p.m. (EST) Monday through Friday. Contract is for 26 weeks, with Leo Burnett Co. Inc., Chicago, agency in charge. Closing local tie-in announcements identify Roblee dealers in the test cities.

BBC MIGHT PERMIT VIDEO SPONSORSHIP

POSSIBILITY that the BBC may permit commercial sponsorship of its video programs, soon to be resumed in London on prewar standards and as soon as possible to be networked to regional stations in six major cities via cable or radio relay, is advanced in an article written by H. Bishop, chief engineer of the BBC.

"Apart from technical problems," he writes, "the overriding question associated with television is its cost. By and large we can say that everything connected with television — programmes, equipment, number of staff and so on— is ten to fifteen times as expensive as the equivalent requirement for sound broadcasting. Who then is going to pay? The BBC certainly cannot meet the bill out of their present license revenue, nor indeed would it be fair to the sound listener to attempt to do so.

"The Hankey Committee (appointed by the government to consider the future of the television service) considered three possibilities: A special television license fee for domestic viewers; a special television license fee for cinema showing, and sponsored programmes. They were agreed that the aim should be to make television self-supporting as early as possible, but they felt that the precise manner by which this was to be achieved was one for further consideration."

DON COOKE, salesman for William G. Rambeau Co., Chicago, is father of a boy, Donald Robert, born Nov. 8.

Making Steel Talk

• WATCH!

—Classified Advertisements—

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Continuity writer-experience. Good position with 1,000 watt midwest regional network station for copy writer who can produce salable commercial announcements. Good salary based on experience. Send sample scripts with first letter. Box 232, BROADCASTING.

Wanted—Commercial manager 250 watt station in excellent market with dual coast to coast network affiliation. Salary plus bonus. Box 249, BROADCASTING.

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Box 393, BROADCASTING.

Seeking permanent staff. Need salesman/ad-writer. Also two platter emcees, early morning and afternoon participating shows and arrange same. Sick of "wartime screwballs". State minimum salary, age, experience, reference, photo, audition availability. Box 442, BROADCASTING.

Profit much above average. Advertiser is the sole owner of a thriving business in the electronic field. Present capital $100,000 with high credit rating and good banking connections. More business in sight than I can possibly handle with present resources. Golden opportunity for a few clean-cut associates who can invest upwards of $5,000 each in corporation. Principals only. The turnover in this field is rapid-profit possibilities enormous. Box 446, BROADCASTING.

First class operator for one kilowatt NBC affiliate Rocky Mountain area. Box 467, BROADCASTING.

Maintenance engineer for network Idaho station preparing for FM in 15,000 population town with abundant fishing and hunting. Box 468, BROADCASTING.

Help wanted—Transmitter man with first class license at a progressive Michigan station, good working conditions. Send your qualifications and references. Box 473, BROADCASTING.

Continuity writer for midwestern Mutual affiliate. Prefer experienced woman who can do some air work! Male announcer also wanted. Send complete details, salary expected, and sample copy to Box 476, BROADCASTING.

Newsman to cover Washington for midwestern station. Excellent opportunity for young reporter with good radio voice capable writing own scripts. References, experience, photograph. Box 486, BROADCASTING.

Operator-announcer. 1st ticket capable of light announcing. $35.00 weekly. Prefer disabled veteran. All applications considered. WTMC, Ocala, Fla.

Salesman, not to just sell time but to sell radio advertising at Rocky Mountain Network station in rural area. Box 499. BROADCASTING.

Experienced writer. Male or female. Capable of writing all types of shows as well as announcements. Send full particulars first letter. Don't call or wire. 5000 watt American station. KUTA, Salt Lake City, Utah.

Do you want to work for a friendly station, where ability and sincerity count? This station, a 50 kw Southwest Network affiliate, wants a woman's Commentator, continuity writer, traffic manager, news editor, writer. This is no place for a hot shot. We want substantial, home folks, who want to grow with the station. Give full details of background and experience in first letter. Address Box 500, BROADCASTING.

Copy editor, script writer, young, eager, single, ex-serivceman desires radio news job preferably in large city. Agency and newspaper work also. Box 501. BROADCASTING.

Situations Wanted

Program manager—news editor—Eight years experience. Married, one child. Desires connection with network station town of 50 to 60,000 prefer midwest. Permanence and security desired. Box 432, BROADCASTING.

Commercial radio time salesman or manager available. Presently employed. Desires change to larger market. 20 years selling advertising. 8 years in radio. Married, producer. Present compensation in small market above $6000.00. Prefer salary and commission basis in west. Box 376, BROADCASTING.

Sports director-program manager—Veteran, major network and individual station experience. University graduate, married, two children. Want work with progressive station that needs an accredited man who will deliver goods. Box 435, BROADCASTING.

Salesman, 42, college education, radio-newspaper background, now handling yearly billing over $50,000, seeks opportunity as small station manager or commercial manager of regional. No bad habits, excellent references. Box 444, BROADCASTING.

Awaiting discharge, officer, 9 years radio experience, production, announcing, program direction, wide cultural background, wants position in television or with organization offering opportunity on good long range bet. Single, 30, versatile, stable, interviews in New York area. Available 1st January. Box 450, BROADCASTING.

3 year personality. Ad lib, M.C., sports staff, excel in disc-onality shows. Prefer west coast. Box 452, BROADCASTING.

Veteran, 32, married with 8 years experience in administration, selling, programming and promotion. Would like to be associated permanently with a progressive, wide-awake station. Midwest location preferred. Box 454, BROADCASTING.

Scriptwriter—Daytime serials or plays, with merchandising tie-in approach. Copywriting, publicity, radio trade mag editing, radio production and buying experience. College grad, 32. Army officer available early December. Box 455, BROADCASTING.

Announcer—Navy veteran, 22, married, sober, experience, news, commercials, controls. Third class ticket. Prefer west coast or middlewest. Permanent. Available January 1st. Box 461, BROADCASTING.

An energetic sincere family man, 30 years old, desires radio sales position in progressive community. No radio experience, but 6 years sales background. Discharged veteran willing to start at moderate income with aggressive station. Excellent record. Request prior employers be contacted for statement of character, abilities and potentialities. Box 463, BROADCASTING.

Two engineers available—Both have several years experience, desire locate at same station. Box 484, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, honorable discharge; 3 years announcing, production and writing experience. Diversified special service and public relation background while in service. Married. Desire affiliation with progressive eastern station. Box 466, BROADCASTING.

Package shows or talent salesman. If you need a man who knows the radio business and has excellent contacts in Chicago and New York write 23A, 1469 Lexington Ave., New York, N. Y.

Announcer—Ex-serviceman. Age 23, all-round experience with NBC affiliate. Will travel anywhere—capable and willing to learn. Good references. Available immediately. Box 469, BROADCASTING.

Announcer-operator, young and willing to work, have had 1½ years experience. Restricted license. Graduate announcing school. Desires position with 250 watt station in California. Available end of January. Box 470, BROADCASTING.

Announcer. Restricted license. Seeking staff or combination position. Two years experience sportscasting, newscasting, editing, programming, control boardwork. Single, 25. Available. Wants future, salary secondary. Box 471, BROADCASTING.

News editor seeks employment where superior editing and rewrite is encouraged by similar salary, schedule and working conditions. Full details first letter, please! Box 472, BROADCASTING.

Experienced radio news broadcaster and commentator familiar with Far East political and economic problems through residence in China. Working knowledge of written and spoken Chinese language and French. Desires position specializing in news with station having wider radius than present location. Box 474 BROADCASTING.

Announcer-operator-writer. Five years experience local, network stations. Excellent references, recommendations. Available Dec. 15th. Before, to station offering good position, opportunities, community where family home can be reestablished. Prefer midwest states-Great Lakes area. Box 475, BROADCASTING.

Station manager—Recently discharged from armed forces; 37; married; 13 years commercial broadcast experience; fully qualified in sales, program and station management. Formerly vice-president and general manager of 5000 watt major network affiliate. Excellent references. Box 477, BROADCASTING.

Experienced woman desires excellent staff position. Will go any location where policies are progressive. Three years radio includes: receptionist, operating, continuity, traffic, advertising, promotion. Box 478, BROADCASTING.

Announcer, commentator, writer. Young woman, college graduate. Post-graduate-journalism. Director of broadcasting and entertainment activities for large industrial plant; public relations. Previously with network stations, wishes position with radio station, advertising agency, newspaper, magazine; New England area. Excellent references. Box 479, BROADCASTING.

Total of eight years in various phases of radio maintenance and operating including three years broadcasting plus amateur, Army, and servicing will qualify me to handle chief's position at small progressive station in midwest or southwest. Box 480, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, young veteran, offers exceptional ability in directing and writing all types of programs. Five years business management experience. College (Phi Beta Kappa) highly capable and industrious. A permanent asset to your staff. Box 481, BROADCASTING.

Transmitter engineer: Twelve years radio experience—three years broadcasting. CREI graduate. Desires permanent position in east. Box 482, BROADCASTING.

Young executive seeks mangership new station. Eight years experience, announcer through commercial mgr. Recently enjoyed three years' Navy beachhead vacation. Now wants position with plenty of work, opportunity, future. Permanent. Box 485, BROADCASTING.

Veteran staff communication officer with extensive executive, personnel, sound and studio recording experience desires position preferably medium sized New England city. Organized and conducted Navy Dept. program "Voices from the Fleet" recording to local stations. Network technical and production experience. Yale '33, amateur radio operator 20 years, speaks German and French. Available immediately. Lt. Comdr. J. M. Murray, USNR, 1605 30th St., N. W., Washington, D. C.

Experienced announcer — background stage, screen, night club. Straight announcer, qualified specialty man. Recently employed chief announcer 250 Mutual outlet—now employed 5000 NBC outlet. Must change due to wife's health. Veteran graduate B.N.S. Radio School, California. Desires change to progressive western station that can use initiative, ideas. Excellent references. Audition available. Write or wire, Bob Leach, WBRC, Birmingham, Alabama.

1st class operator, 3½ years experience. 4-A draft classification. Permanent position desired. References. H. W. Merideth, 1616 Bank St., Keokuk, Iowa.

Lt. awaiting discharge from Marine Corps desires to enter broadcasting field. past 6 years in Marine Corps spent at communications and Radar duty, have 1st class license. Lt. L. E. James, USMC. HQ BN, MT&RC, Camp Pendleton, Calif.

Announcer (veteran). Presently free lancing network commercials. Also, one spots as actor. Much to offer station anywhere. Seeks permanent position. Producer—"vet-aid" show, man-in-street gimmicks with affiliates. References—top men network radio. Jack Sloane, 215 West 23rd St., New York. N. Y.

Announcer. Naval veteran available for permanent position 15th December; 3 years experience; specialize ad lib and platter shows; poetry, sports, "man-on-the-street" shows. Write or phone Jack Pyle, 1516 14th St., N. W., Wash., D. C. Adams 2003.

Station manager—Ten years experience large and small stations as manager, production manager. Handle promotion, continuity, announcing, news. Consider stock in lieu of part salary. Prefer midwest, southwest or Pacific states. Army experience AGF public relations liaison. Sgt. Edgar Parsons, Chamber of Commerce, Fort Worth, Texas.

Station or commercial manager. Creative sales ability with successful background. Have plently of know how and excellent contacts with buyers in New York and Chicago. Percentage or salary basis. Write 23 A, 1469 Lexington Ave., New York, N. Y.

Announcer-veteran. Limited experience. Studied announcing and commercial script writing, Radio City, N. Y. College graduate. Good radio voice. Will go anywhere. Transcription available. Jay Arnold, 1087 Blake Ave., Brooklyn 8, N. Y.

STATION EXECUTIVE AVAILABLE

Experienced in station management and sales management. Age 37. Twelve years of commercial broadcasting experience, not including the three years I have spent in the Navy. Married, sober and know how to make your station pay while rendering a public service of the highest degree. Successful union negotiator.

Background: Announcing, writing and producing in small market stations, advancing to a major market regional in the southwest. Commercial management and later management of a midwestern basic market independent that never was and never has been in the black except under my direction. Account executive for a dominant radio station representative. Commercial management of an eastern NBC basic newspaper affiliated station where revenues hit an unprecedented high under my sales direction. Entered service at this point. Thoroughly experienced in regional network sales.

My release from the Navy will be within the next few days, following which I shall take a month's vacation and then spend approximately six weeks looking after my personal property. I will be available February 15, 1946. An interview can be arranged prior to that time.

I am not interested in "just a job" because I can return to my station connection from which I entered the service. I am interested in an affiliation with reputable people where integrity and "know-how management" will be rewarded. If you have a proposition in a basic or major market to discuss that offers five-figure compensation, I am available for interview and can furnish references from the best in the business. Reply to

BOX 407, BROADCASTING

High Caliber

Commercial Manager

wanted by outstanding independent station in North Central states area. An exceptionally well-paid position for a first-rate man. All details first letter.

BOX 503, BROADCASTING

Situations Wanted

Engineer — Fifteen years experience broadcast, police and marine radio desires permanent situation. Box 483, BROADCASTING.

Script writer—Veteran, 36, creates own programs. Also direct and produces continuity and commercials. Howard Leviton, 527 Aldine Ave., Chicago 13, Illinois.

Available on or about first January. Hold radio phone first license since 1936. Experienced control room and transmitters. Solid time on ticket 1937 through 1941. Jan. '42 to Jan. '43 asst. radio engineer civil service. Army through ranks from private to captain in Army Airways Communications System, two years overseas supervising installation radio navigational aids, control towers, point to point and ground air stations throughout far east. Any reasonable salary to start. Age 31, married, one child. Interested also in sales engineering deal, with possibility of overseas. Captain Burton Reiman, 414 N. Gaylord Ave., Ludington, Michigan.

Sports announcer, tops in ice hockey broadcasts, complete background publicity and promotion, expects discharge before Christmas. Transcriptions and references. Write Sgt. Jack Sandler, Squadron A-1, Boca Raton Field, Florida.

Salesman. Young vet that, with little experience, will make outstanding member of your sales staff. Ambitious, intelligent. Just started to get feet wet in radio when joined Marine Corps. Raymond Milici, 11 East 93rd St., New York City.

Announcer, 5 years experience in all types of programs. Good commercial man and disc jockey. Married, 27. Position with future. Box 489, BROADCASTING.

Experienced N. Y. announcer. Interested in good permanent position with future. Knows production, scripting. Executive ability. Master's degree. 26, married, ex-G.I. Box 487, BROADCASTING.

Chief Petty officer discharged desires start in radio in any capacity offering opportunity for advancement. College, read copy well, excellent musical background, typist. 26, married, will go anywhere. Reply Box 488, BROADCASTING.

Engineer—1st phone license. Honorably discharged chief radio technician in charge of 30 radio transmitters. Experience FM, Radar, electronics, announcing, network operation. John M. Dailey, 2618 S. 13th St: Tacoma, Wash.

Engineer—1st tele, 2nd phone, with 3 years engineering experience; four years as chief operator, Merchant Marine, Flight radio officer, ATC. Desires opening in Chicago area. Wenton W. Upchurch, 241 Olmstead Rd., Riverside, Ill.

Veteran, female: wants radio opportunity north of Mason-Dixon line, east of Mississippi. 23, AFRS experienced. Wellesley graduate. Trained and experienced in writing and speech. Capable, alert, excellent references. Box 490, BROADCASTING.

Available. Promotion, publicity, mercandising experience since 1938. Married, one child. Age 25. Box 491, BROADCASTING.

Discharged Marine, 21 months experience as commercial manager, local desires managerial position with local in east or south. Sober, married, excellent references. Can sell, write, announce. Knows what listeners want. Box 493, BROADCASTING.

Young man just returned from overseas desires position of studio engineer with firm offering good future. Ten years experience handling all types of shows. Capable of network quality operation. First class license. Qualified for elevision, FM. Available immediately. Box 438, BROADCASTING.

hief engineer—Available December 15. Total pre-war experience 10 years. Good ngineering education. Definite execuive ability. Progressive ideas. Married. Desire permanent placement with expanding station. Box 494, BROADCASTNG.

x-chief engineer, with transmitter intallation experience, released from terminated war research program, seeks hief engineer position, or equal, with progressive station (AM, FM or televiion). Northeast preferred. A-1 refernces. Box 495, BROADCASTING.

Announcer-experienced. Presently employed. Exceptional voice. Transcription and photo on request. Box 497, BROADCASTING.

Situations Wanted (Cont'd)

Widely known radio executive wishes southwestern connection with livewire network affiliate. Thorough knowledge in programming, management and sales. Presently network employed. Reply in confidence. Box 498, BROADCASTING.

Ambitious, experienced announcer: Navy veteran. Formerly with New England Network affiliate. Wishes to join staff of progressive northeastern station. Versatile; disc jockey, sports news, etc. $50.00. Leo Maller, 14 Mayer St., Brookly 6, N. Y.

Experienced copywriter, now employed as copy chief and assistant manager in advertising department of manufacturer who is big user of radio and magazines, is anxious to enter radio. Will consider responsible position with large stations or promising connection with small station where there is opportunity to become part-owner. Young, married (children), college graduate, creative, lots of ideas! with present employer more than five years. Box 496, BROADCASTING.

Attention advertising agencies: Young Army officer (Major), formerly executive with large pharmaceutical firm, seeking administrative post in agency placing drugs and cosmetics. Discharge scheduled soon. Write Box 427, BROADCASTING for further information.

Copy editor, script writer, young, eager, single, ex-serviceman desires radio news job preferably in large city. Agency and newspaper work also. Box 501, BROADCASTING.

Announcer-program director. Discharged veteran 8 years network and local experience, including news and promotion. Desires permanent connection with progressive middlewest or eastern station. Age 30, married, one child. Minimum $60.00 starter. Box 502, BROADCASTING.

Wanted to Buy

Wanted to buy—Used model 51 or 20 G.E. Wire Recorder. KOIL, Omaha, Nebr.

Miscellaneous Wanted

Wanted—Private party or party's to finance and be active in new proposed east coast local broadcast station. Can get equipment personnel A-1 market years of experience in broadcast, honest, have complete data. No shysters please. Box 492, BROADCASTING.

Decision in Ashbacker Case Is Heard by Supreme Court

WHETHER the FCC has authority under the Communications Act to grant application for a construction permit and designate another for hearing when both, seeking the same facilities, are before the Commission, will be determined by the Supreme Court following argument last Tuesday in the appeal of Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich. Appellant asked a writ of certiorari after the U. S. Court of Appeals for the District of Columbia dismissed its appeal from a Commission grant [BROADCASTING, March 19, Oct. 22].

John E. and Rhea Y. Fetzer, licensees of WOKO Kalamazoo, were granted a construction permit for WJEF Grand Rapids on 1230 kc. Application of WKBZ to change frequency from 1490 to 1230 kc was designated for hearing.

Members of the high court, except Mr. Justice Murphy, questioned both Paul M. Segal, counsel for Ashbacker, and Ralph F. Fuchs of the Solicitor General's staff, appearing for the Government. The Court manifest keen interest in the Commission's contention that it had authority under the Act to grant one application and designate another for hearing.

Mr. Fuchs said the FCC procedure was based on practical considerations, adding the Commission has the discretion, under the law, to grant some applications and designate others for hearing. Mr. Justice Rutledge asked if counsel meant the FCC could grant one and ultimately deny another simultaneous applicant without ever giving the denied applicant a chance to make a comparative showing of his ability to render a public service.

Government counsel replied that applicant had his chance in his petition to the Commission and that the FCC would receive communications at any time. No conditions were placed on the Fetzer grant nor on Ashbacker when the Ashbacker application was designated for hearing, he added.

Hearing the argument were Chief Justice Stone and Associate Justices Rutledge, Murphy, Frankfurter, Reed, Douglas and Burton. It was Mr. Justice Burton's first radio case since his appointment to the Supreme Court.

TV Education Meet

G. EMERSON MARKHAM, program director of WRGB Schenectady, General Electric video station; Edward Stasheff of the New York City Board of Education all-city workshop in radio and television, and Kenneth G. Bartlett of Syracuse U. will participate in a symposium on "Education by Television" to be conducted Dec. 1 as part of the first postwar convention of the New Jersey Education Assn. and its subsidiary, the New Jersey Visual Education Assn., in Atlantic City. Prof. Edward C. Cole, head of the Department of Dramatic Arts at Yale, will serve as moderator of the symposium, which is being conducted by Television Broadcasters Assn. in conjunction with the two New Jersey educational groups. Five students from Brooklyn Technical High School will demonstrate the use of video techniques in education during the session, under the supervision of Mr. Stasheff. Dr. Millard L. Lowery, superintendent of schools of Middlesex County, N. J., is arranging the session.

Silver at WPAT

RALPH S. SILVER JR. has rejoined the publicity department of WPAT Paterson as assistant to Dave Golden, director, after more than two years overseas. He saw action on several fronts, was awarded the Croix de Guerre and the Bronze Star Medal. Hal Koset has rejoined WPAT as staff announcer after a stint of more than two years in the Army in the ETO.

Betty Bruns Hostess

AS A TRIBUTE to the "Works Behind the Executive" Betty Bruns, timebuyer of Ted Bates Inc., New York, was hostess at a cocktail party on Nov. 5 at the Hotel Ambassador, New York, to the secretaries of the station representatives who helped on the Colgate-Palmolive-Peet spot announcement campaign this season.

BEDTIME STORY
First Children's Program Recalled by Cowan

HOW THE FIRST children's program was broadcast nearly 25 years ago on WJZ, then located in a factory in Newark with programs originating from a radio shack on the roof, was described by Thomas H. Cowan, then a WJZ announcer, now chief announcer of WNYC New York, in a 25th anniversary salute to radio, broadcast Nov. 11 on WNYC.

"The very first program on the air of children's stories came through the courtesy of the *Newark Sunday Call,*" Mr. Cowan related. "The lady who was supposed to give the story had to climb an iron ladder through a hatch in the roof to get up to the radio shack. After this experience and the great height and everything else, she promptly fainted and passed out. We couldn't put her on.

"The representative of the newspaper was standing there. He said, 'You'll have to do it.' I said, 'It's your newspaper—you do it.' He said, 'Well, I'm not a woman; I can't use the woman's name. What are we going to do about it?'

"I looked out of the radio shack. The moon was coming up over Newark and I said, 'You're the man in the moon and here goes.' I introduced him before he could decide on what his title was to be and it became the first bedtime story on the radio. Even the Follies burlesqued it that year."

Liberty Conference

TWO members of the FCC—Commissioners Durr and Denny—and A. D. Willard Jr., NAB executive vice-president, will participate in an all-day conference Nov. 24 on "What's Ahead for American Liberties?", to be held under auspices of the American Civil Liberties Union. Conference, taking place at Hotel Biltmore, will mark 25th anniversary of the Union. Freedom of radio is among problems to be discussed.

JAMES SAUTER, head of Air Feature Inc. and executive director of the United Theatrical war activities committee, and Charles C. Moskowitz, vice-president of Loew's Inc., are co-chairmen of the entertainment committee for the All Star Benefit Show of the New York Police Athletic League to be presented Dec. 11 at Madison Square Garden, New York City.

●

National Representative. Offers opportunity for leading Chicago time salesman in Chicago office.

Box 419, Broadcasting

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An Organization of
Qualified Radio Engineers
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ACCURACY
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• Cross Roads of the World, Hollywood, Cal.

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Washington, D. C.

ROBERT L. WEEKS
CONSULTING ELECTRICAL ENGINEER
429 Russ Bldg.
San Francisco, California

SAMPSON APPOINTED MANAGER OF WSAI

ROBERT M. SAMPSON, for many years identified with radio stations in St. Louis, Dec. 1 becomes general manager of WSAI, Marshall Field station in Cincinnati.

Announcement was made Nov. 15, by Howard Lane, director of broadcasting for Field Enterprises Inc. Mr. Sampson previously worked for KSD and KMOX St. Louis and for 8 years was national sales manager and sales promotion manager of KWK. He was graduated from West Point in 1925 and has but recently returned to KWK after army service with tank destroyers and general staff with the rank of major.

Campbell Named KMOX Manager; Sutton Joins

WENDELL B. CAMPBELL, assistant general manager and commercial manager of KMOX St. Louis, has been named general manager, succeeding Frank B. Falknor who goes to Chicago as assistant to H. Leslie Atlass, CBS vice-president.

Succeeding to Mr. Campbell's position as commercial manager is Dave Sutton, formerly eastern sales representative for WBBM Chicago, recently discharged from the Marine Corps as captain.

New RCA Models

RCA-VICTOR had its first showing of postwar radios last Wednesday when Bruno-New York Inc., New York distributors, displayed them at a meeting of franchise dealers in the Belmont Plaza Hotel. With prices ranging from $19.95 to $200, new models include four table type, one personal type, one automatic combination table unit and two automatic combination console radios. Dealers will receive samples of all models before Christmas, with promise of delivery to customers before March 31.

Screen Guild

STAFF MEMBERS agreeing to join, National Labor Relations Board has been asked to certify Screen Publicists Guild, Local 489 of AFL as bargaining agency for Hollywood publicists of American Broadcasting Co. Network, through attorney Don Tatum, agreed to recognize SPG if and when employes join the union. Petitioning press agents are asking for bargaining representation. It is understood other demands on the network will be made for higher wage scale, seniority rights and more equitable distribution of work. SPG will next organize publicity departments of NBC and Don Lee-Mutual, with independent stations to follow. Several publicity writers of CBS-KNX Hollywood hold memberships in Screen Office Employes Guild.

Israel Proposes AM In Clear Channels

PROPOSAL that AM broadcasting be restricted to 107 cleared channel stations, with all other broadcasters assigned to FM channels in the very high frequency band of 88-108 mc, was advanced last week by Dorman D. Israel, vice-president in charge of engineering and production for Emerson Radio & Phonograph Corp.

Now, before there are any stations in operation in the new FM band, is the time to make the change, he said, and to set up "a broadcasting system that will give the most listeners the best service at the least cost."

In making his proposal, Mr. Israel stated that only about 20% of our population gets really good radio service. The other 80%, he said, depend on low-power share-channel stations, whose signals cannot override static and whose service areas are drastically reduced at night by skywave interference. Broadcasting in the VHF band is a local service without skywave reflections and with a minor amount of interference.

'Key to Solution'

"Here, then," Mr. Israel explained, "is the key to the solution of the problem of crowded channels in the standard broadcast band. From the public's point of view the ideal standard broadcast band condition would be 107 stations covering the kc width of the entire band from 540 to 1600 kc each on its individual cleared channel.

"We should have only cleared channel stations in the broadcast band and must, furthermore, demand that, to justify a clear channel, each station must operate, not on high power but on super power. This may be of the order of tens of thousands of kilowatts. The location of each super-power station would be based on the public need dictates by populational distribution. Receivers could be made even more compact and so inexpensive to the public that each room in every home could be furnished with one. The much heralded vest pocket radio would be carried by a hundred million of us. The broadcaster as well as the public would benefit immeasurably."

FCC Notice on KHQ Sale Is Expected This Week

FCC plans this week to publish a public notice on proposed sale of KHQ Spokane by Louis Wasmer to Spokane Chronicle Co., in conformity with the open-bid policy proposed in its Crosley-Avco decision. Mr. Wasmer previously started advertising the proposed sale in Spokane newspapers [BROADCASTING, Nov. 5].

Like its notices on proposed sales of WHDH Boston and WFIL Philadelphia [BROADCASTING, Nov. 12], FCC's KHQ notice will appear in the *Federal Register*.

American Broadcasting Company

STRICTLY SEAGOING is this crew from American Broadcasting Co., guests of William von Zehle, head of his own advertising agency in New York, aboard his schooner "Tondeleyo" (seated, l to r): Jack Hamman, Humboldt J. Greig, Ted Herbert, Pete Jaeger, Bud Barry, Earl Mullin; (standing, l to r): Dickens Wright, Charles Palmer, John Donohue, Ivor Kenway, Bob Kintner, Mr. von Zehle, John Norton, Howard St. John, Slocum Chapin, Pete Schloss, Bob Saudek, Murray Grabhorn.

Mason Bill Would Exempt Cooperative News Gatherers From Anti-Trust Act

A BILL to exempt mutual news-gathering cooperatives, such as Associated Press, from provisions of the Sherman Anti-Trust Act was introduced last week in the House by Rep. Noah M. Mason (R-Ill.). His action followed the Supreme Court decision that present membership admission by-laws of the AP conflict with the Sherman Act.

"'It must be clear to Congress now that a law intended to protect the people against monopoly has a result never intended when it is applied to a mutual news-gathering cooperative, such as the Associated Press," said Congressman Mason. He said he would press for passage, in view of the Supreme Court's findings. The measure (HR-4665) was referred to the Judiciary Committee.

Text of the Mason Bill, intended as an amendment to the Sherman Act, follows: "Sec. 9. For purposes of this Act, the ordinary and usual operations and activities of mutual news-gathering cooperatives shall not be considered to be in restraint of, or to monopolize, any part of trade or commerce."

UAW VOTES $400,000 FOR 6 FM STATIONS

EXPENDITURE of $400,000 to establish FM stations in six U. S. cities was authorized by the executive board of CIO United Automobile Workers last week. Appropriation is to cover construction costs and operating deficits for first year, but spokesmen said the stations would be made self-sustaining on a nonprofit basis by "acceptance of advertising on a highly ethical plane".

Applications for the stations were filed with FCC almost a year ago [BROADCASTING, Dec. 4, 1944]. They would be located in Detroit, Chicago, Cleveland, Los Angeles, Flint, and Newark. Spokesmen said UAM would press vigorously for approval of the applications. R. J. Thomas, international president, declared the stations would be used not only for union members but for community programs, and would be operated jointly by the international executive board and the locals in their cities.

Hearing on FTC Charges In Radio Case Is Slated

HEARING on Federal Trade Commission charges that Nathaniel Goldberg, trading as Northeastern Radio Co., New York, and as Midwest Radio Service Co., New York, engaged in unfair and deceptive practices was slated to get under way in Cincinnati last Friday.

FTC accuses respondent of making false and misleading claims that he operated a laboratory for radio research, that he operated a factory and manufactured radios whereas he only assembled the parts, that he was a radio engineer and employed radio engineers, and that his prices were "factory to you" prices. FTC claims he was formerly employed by Mid West Radio Corp., Cincinnati, and that when he opened his own business he circularized Mid West Radio's customers, leading them to believe they were dealing with that firm.

STUART HARDING, space buyer, has taken on added duties of radio time buyer for Foote, Cone & Belding, San Francisco. Russell Insley, account executive; Albert Sperisen, production manager, and Robert Beaumont, assistant account executive, with honorable discharge from Armed Forces, have returned to agency's staff. Eric Cullenward, director of public relations, has resumed in that capacity, after eight months with California Processors and Growers Assn.

FCC PROPOSES SHIFT IN TEXAS FREQUENCY

CONCLUDING that use of 1300 kc fulltime at Austin, Tex., by Austin Broadcasting Co., a new applicant, would better serve a substantial population than use of that facility daytime only by Raoul Cortex at San Antonio, the FCC last week ordered that a hearing be held Dec. 17 to show cause why construction permit issued Raoul Cortez should not be modified to specify 1350 kc in lieu 1300 kc.

The Austin application is designated for consolidated hearing with the Cortez case.

The Cortez permit was granted Oct. 24 for 1,000 w daytime on 1300 kc. The Austin application, reported filed at FCC on Nov. 5 in behalf of a group of servicemen, requests same power and frequency but with unlimited hours operation using directional array at night. Both 1300 kc and 1350 kc are regional channels. Nearest 1300 kc outlet to Austin is WJDX Jackson, Miss., 5,000 w day, 1,000 w night. Nearest 1350 kc outlet to San Antonio is WSMB New Orleans 5,000 w fulltime. Report states no proposed operations would not result in objectional interference to any existing station.

There is now a local and a regional outlet in Austin. In San Antonio there are two 50,000 w outlets, a regional, and two locals.

Mr. Cortez is owner and managing director of Mexican Commercial Hour and Cortez Spanish Programs.

HOUGHTON IS MUZAK CHAIRMAN OF BOARD

HARRY E. HOUGHTON, who last June was appointed chief administrative officer of Associated-Muzak Interests, has been elected chairman of the Board of Associated-Muzak Corp.; succeeding former FCC Chairman James Lawrence Fly who announced his resignation in order to devote his entire time to law.

Mr. Houghton, former vice-president of Brown Co., pulp and paper producer, was elected a director of the parent company and chairman of the three subsidiaries—Muzak Corp., Associated Music Publishers, Associated Program Service—when he joined the organization in June, at which time Mr. Fly announced his eventual intention of turning the overall chairmanship over to him [BROADCASTING, June 18].

Company has also announced the election of C. H. Pfenniger, sales manager of Muzak's New York operation, and of Ethyl MacLean, business manager of Muzak in New York, as vice-presidents of Muzak Corp., and of Carl F. Bauer, in charge of the publishing department of Associated Music Publishers, and of Hugo Winter, assistant to the operating head of AMP, as AMP vice-president.

At Deadline...

CIO TO TRY PEACEFUL ELECTRONICS SETTLEMENT

UNITED ELECTRICAL, Radio & Machine Workers of America (CIO) will exhaust all efforts to effect peaceful settlement of demands for $2-a-day increases for 280,000 members employed by General Electric, Westinghouse, General Motors (electrical division), and RCA, before resorting to strike action, James J. Matles, UE-CIO director of organization, said Friday in New York at a conference of 150 union delegates from 76 cities.

Union has rejected General Motors' proposal of 10% increase for employes, Mr. Matles said, stating that negotiations would continue there and with the other companies.

UE has petitioned NLRB for a strike vote among 130,000 employes of GE and 100,000 in Westinghouse [BROADCASTING, Nov. 12] and plans similar action in RCA.

Meeting adopted a resolution calling for immediate Congressional investigation to find out why radios and other household electrical equipment are not now on sale, following a charge by Mr. Matles that electrical industry had held up production and distribution because it "hopes to take advantage of favorable tax conditions in 1946 and also hopes that price ceilings will be removed in 1946 and thus permit even greater profits to be realized at the public's expense."

NAM RECORDINGS READIED

WILLIAM S. RAINEY, NAM radio director, returned to New York Friday after a 32-day plane trip around the country with commentators, radio technicians, and portable recording equipment, with which on-the-spot recordings were made in over 50 manufacturing plants from coast to coast, covering all phases of industrial reconversion. As soon as material is correlated, recordings will be offered without cost to stations in 15-minute transcriptions entitled, *It's Your Business*.

NEW PACKAGE FIRM

NEW radio package firm, Featured Radio Programs, being organized as subsidiary to Air Features, New York, by Frank and Anne Hummert and Ed Fitzgerald, to supply stations with open-end transcribed programs.

Closed Circuit

(*Continued from page 4*)

Chief Broadcast Assistant Leonard Marks; Chief Engineer George P. Adair and Broadcast Assistant Chief John A. Willoughby; Chief Accountant William J. Norfleet, and representative of secretary's office or other divisions which may have special business.

FIRST government data on radio attitudes of rural listeners will probably be released this week by FCC as preliminary findings of survey being conducted for it by Dept. of Agriculture. Based on interviews with non-farm listeners in communities of less than 2,500 population, survey is designed to shed light on radio service available to rural areas—vital information required by the Commission for forthcoming clear channel hearings. Incidentally, study was made by Rensis Lickert's group in Division of Program Surveys, Bureau of Agricultural Economics, which also was responsible for report on effects of strategic bombing in Europe.

LIST OF DELEGATES TO BERMUDA SUBMITTED

COINCIDENT with a Friday conference of FCC Chairman Paul A. Porter with President Truman on British-American Telecommunications Conference opening Wednesday in Bermuda, it was learned State Dept. had submitted list of delegates to White House for formal approval.

Heading U. S. delegation as chairman will be Assistant Secretary of State Donald Russell, with Mr. Porter as vice-chairman. Deputy to chairman will be George Pierce Baker, director, Office of Transportation and Communications Policy, State Dept. Mr. Russell probably will return to Washington shortly after the Conference opens, leaving Mr. Porter as acting chairman.

Mr. Russell is a minority owner of WSPA Spartanburg, S. C., of which Walter Brown, special assistant to Secretary of State Byrnes, is part-owner and general manager on leave. He and Chairman Porter are understood to share similar views with reference to broadcasting and telecommunications.

Preparations will be made at Bermuda meeting for next International Telecommunications Conference, likely to be held in 1946. It is more than likely, too, that International Conference will be conducted in Washington, or nearby.

Upon leaving White House, Chairman Porter said he discussed with President U. S. objectives, which include encouragement of direct circuits between U. S. and British areas, reduced commercial and press rates and extension to American press of privileges of establishing own facilities at British points. President Truman expresed "earnest hope" objectives will be fully realized, he added.

Delegates awaiting formal White House approval as BROADCASTING went to press are:

STATE DEPT.: Francis Colt deWolf, chief, Telecommunications Division; Robert R. Burton, chief, Radio Utilization, International Information Section.

WAR DEPT.: Maj. Gen. Frank E. Stoner, chief, Army Communications Service, Signal Corps; Maj. Gen. H. M. McClelland, Communications Officer, Hqtrs., AAF; Col. A. G. Simson, SC; Maj. Nathaniel White, SC.

NAVY DEPT.: Rear Adm. Joseph R. Redman, director, Naval Communications; Capt. Charles Horn and Comdr. Henry Williams Jr., Office of the Chief, Naval Communications.

FCC: William J. Norfleet, chief accountant; Benedict P. Cottone, assistant general counsel and chief, Common Carrier Division; Marion H. Wooward, assistant chief engineer and chief, International Division; Comdr. Paul D. Miles, chief, Frequency Allocation Section.

PRESS OFFICER: Lincoln White, executive assistant to Michael J. McDermott, special assistant to the Secretary of State in charge of public relations.

SECRETARIES: Helen G. Kelly, divisional assistant, Telecommunications Division; Robert E. Read, divisional assistant, International Conferences Division; assistant secretary, Norman L. Cansler, divisional assistant, Telecommunications.

RADIO ON CLIPPER

RADIO made its debut as entertainment for trans-oceanic air travelers Friday night on Pan American Clipper between New York and London. It was included at suggestion of Joseph Seiferth, audience promotion manager of WJZ New York. Tests using WJZ signal in hookup with plane's movie sound track amplification system were so successful airline officials decided on fullscale trans-Atlantic test Friday. Pan American indicated WJZ would be used exclusively for initial flight test.

People

J. LEONARD REINSCH, managing director of the Cox radio stations and radio adviser to the President, entered an Atlanta hospital last week for a minor operation. He will be away from his post two to four weeks.

MAJ. BOB FRENCH, former production manager of WHKC Columbus, O., is new audience relations director of WAKR Akron, after more than three years in Army, assigned to Fifth Service Command Public Relations Office.

B. WALTER HUFFINGTON, former OWI regional radio director in Richmond, Va., appointed program director of WTMA Charleston, S. C., succeeding A. Franz Witte Jr., who becomes merchandise and promotion manager.

LT. COMDR. GEORGE I. BUSHFIELD, released from Navy after three years' service, rejoins BBDO New York as a vice-president.

J. C. CUMMINGS AND JOHN N. JACKSON, account executives of John A. Cairns & Co., New York, now partners in agency.

FRANK BROWNE resigns as director of publicity and promotion for Associated.

HENRI BUSIGNIES, former assistant director of laboratories of Federal Telephone & Radio Corp., appointed director. He is a leader in development of radio aids to aerial and marine navigation.

PAUL M. HOLLISTER, CBS vice-president in charge of advertising and sales promotion, speaks today (Nov. 19) before advertising and selling course of Advertising Club of New York on "The Place of Radio in Advertising".

S. C. STAMPLEMAN, chairman of board, Gillette Safety Razor Co., has notified board he will end association as officer and director next April.

GARTH MONTGOMERY, previously with BBDO as script and commercial writer, joins radio department of Geyer, Cornell & Newell, New York, in similar capacity. Hughes Wilson, out of Army as 2d lieutenant and PRO, rejoins agency as copywriter.

MICHAEL SKLAR, on writing staff of WMCA New York, and RICHARD MANOFF, special assistant to New York regional director of War Manpower Commission, are new writing team whose first collaboration, "Boomerang", will be broadcast as *Inner Sanctum* drama Nov. 20 on CBS.

J. NELSON STUART, formerly general manager of Johnson & Johnson (Gas Mask Division), has been named general manager of Needham, Louis & Brorby, Chicago agency. He previously held advertising posts with CBS, Nash-Kelvinator and Delaware, Lackawanna & Western Coal Co.

HERBERT M. CLARK, for year and a half with American (Blue) in European Theater, has been named chief South American Correspondent for Time Inc., with a roving assignment. Now in the U. S., Mr. Clark will leave for South America about the first of the year. He formerly stringed for CBS in South America and before joining American was with the *NY Herald-Tribune* in South America and in Europe.

SGT. MILLARD LAMPELL, radio and film writer, assigned by Army Air Forces to the Radio Section, War Finance Division.

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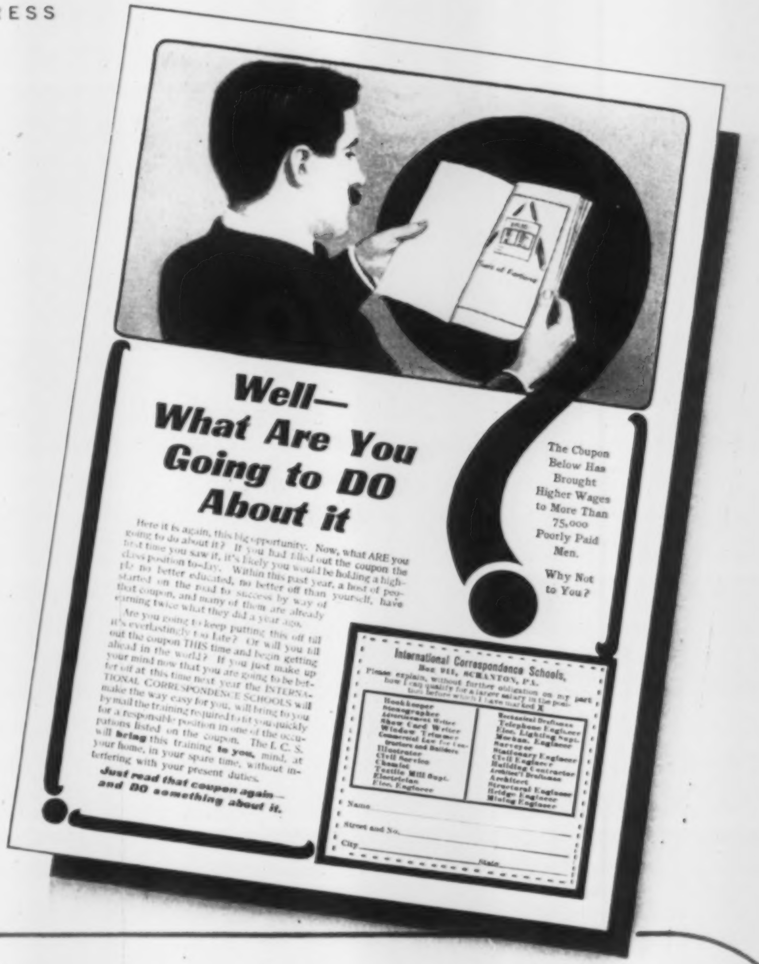
• ADVERTISING MUST PACE PROGRESS

This campaign launched world's largest "ALMA MATER"

Starting in 1891, International Correspondence Schools offered, through advertising, a new educational opportunity to all those whom circumstance prevented from enjoying the benefits of the world's finest educational system. This supplementary vocational training enabled hundreds of thousands to learn while they worked, to improve their earning capacity, and thus to raise their living standards. With increased knowledge and income has come increased wants, and a direct influence on the progress of all those industries making better things for better living.



Well— What Are You Going to DO About it

Here it is again, this big opportunity. Now, what ARE you going to do about it? If you had filled out the coupon the first time you saw it, it's likely you would be holding a high-class position to-day. Within this past year, a host of people no better educated, no better off than yourself, have started on the road to success by way of that coupon, and many of them are already earning twice what they did a year ago.

Are you going to keep putting this off till it's everlastingly too late? Or will you fill out the coupon THIS time and begin getting ahead in the world? If you just make up your mind now that you are going to be better off at this time next year the INTERNATIONAL CORRESPONDENCE SCHOOLS will make the way easy for you, will bring to you by mail the training required to fit you quickly for a responsible position in one of the occupations listed on the coupon. The I. C. S. will **bring** this training **to you**, mind, at your home, in your spare time, without interfering with your present duties.

Just read that coupon again— and DO something about it.

The Coupon Below Has Brought Higher Wages to More Than 75,000 Poorly Paid Men.

Why Not to You?

International Correspondence Schools,
Box 911, SCRANTON, PA.
Please explain, without further obligation on my part how I can qualify for a larger salary in the position before which I have marked X

Bookkeeper
Stenographer
Advertisement Writer
Show Card Writer
Window Trimmer
Commercial Law for Contractors and Builders
Illustrator
Civil Service
Chemist
Textile Mill Supt.
Electrician
Elec. Engineer
Mechanical Draftsman
Telephone Engineer
Elec. Lighting Supt.
Mechan. Engineer
Surveyor
Stationary Engineer
Civil Engineer
Building Contractor
Architec'l Draftsman
Architect
Structural Engineer
Bridge Engineer
Mining Engineer

Name ____________________
Street and No. ____________________
City ____________________ State __________

In the DISTRIBUTION DECADE

Advertising Must Help Re-educate America!

TODAY, America's prosperity demands a re-education of our people on a scale never before endeavored. Much of the responsibility for the success of this undertaking will rest on the shoulders of advertising.

For the decade we are entering is the Distribution Decade. To maintain a "safe" level of employment, we as a Nation will have to consume 40% more industrial production than in any previous year. And since production itself will present no problems (there will be manpower, machinery, materials and money a-plenty!) the key to our entire economic future will be *Distribution*. We'll need a faster flow of goods to consumers—a more economical method of distributing the fruits of industry—a sounder *education for buying!*

In alert agencies all over America, advertising men are perfecting plans for the Distribution Decade. Nor are we idle. Here at The Nation's Station we are gathering much factual material that will help your clients speed distribution throughout the great 4-State Market that is WLW-land!

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION